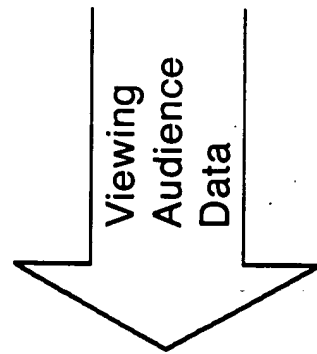
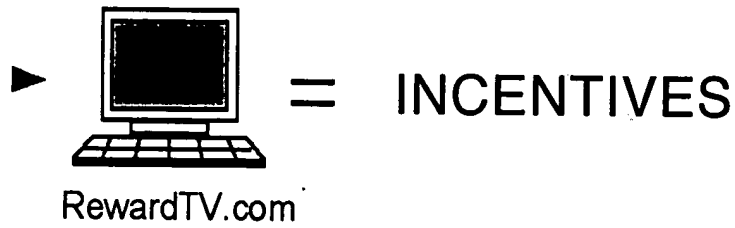




0300
12
12

12.18.01



09,917,792



Advertiser



RTV.com/Network



tiser



Network

FIG.1A

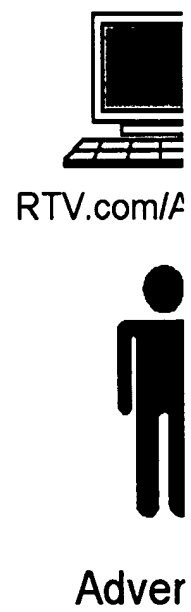
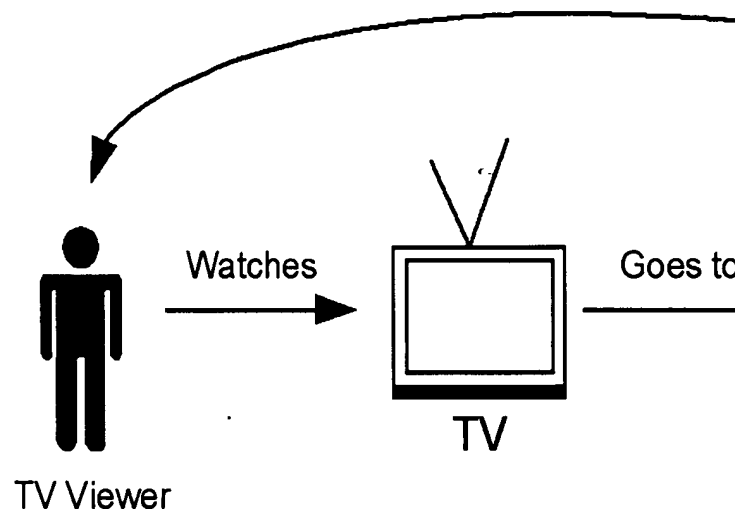


FIG.1B

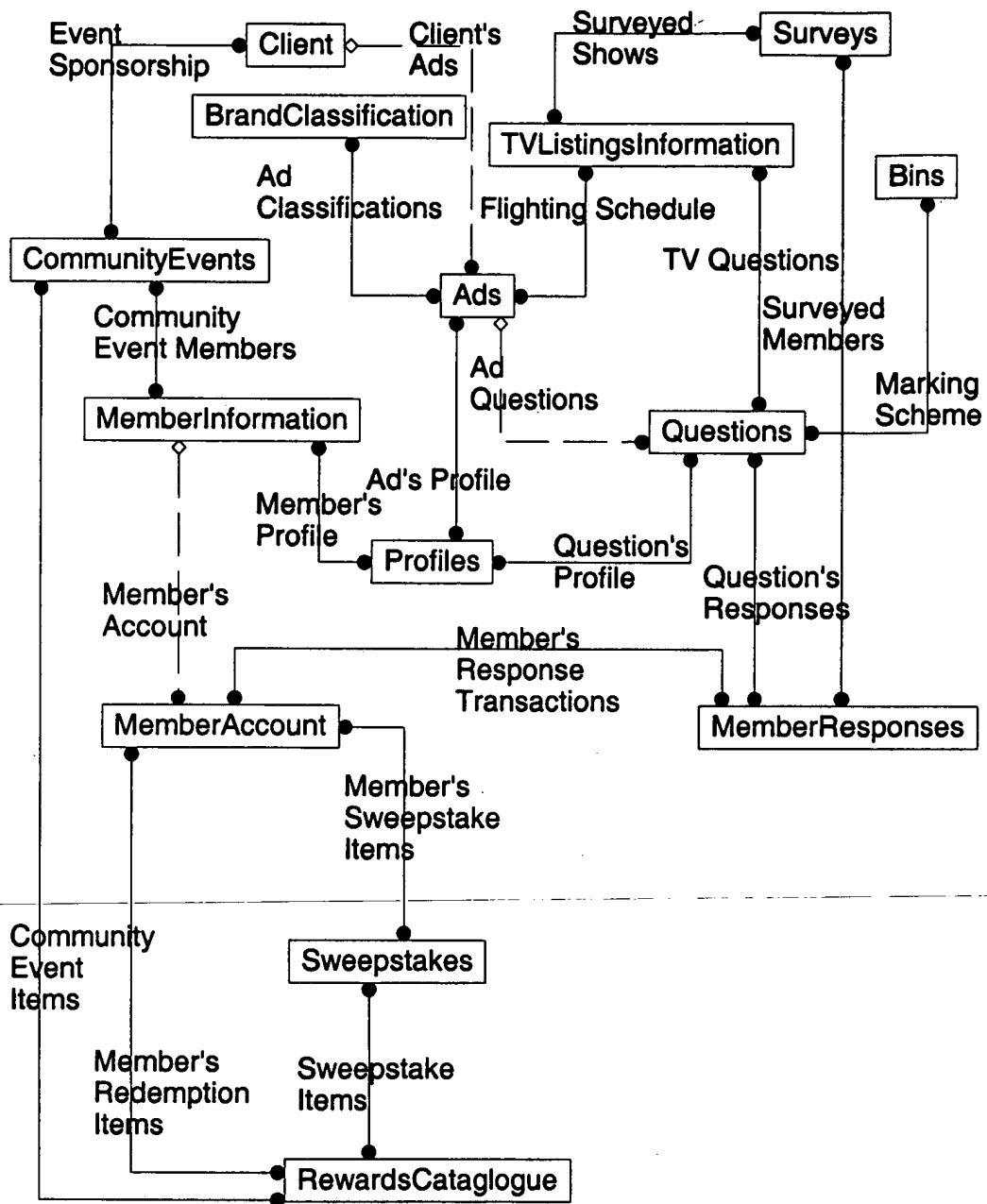


FIG.2

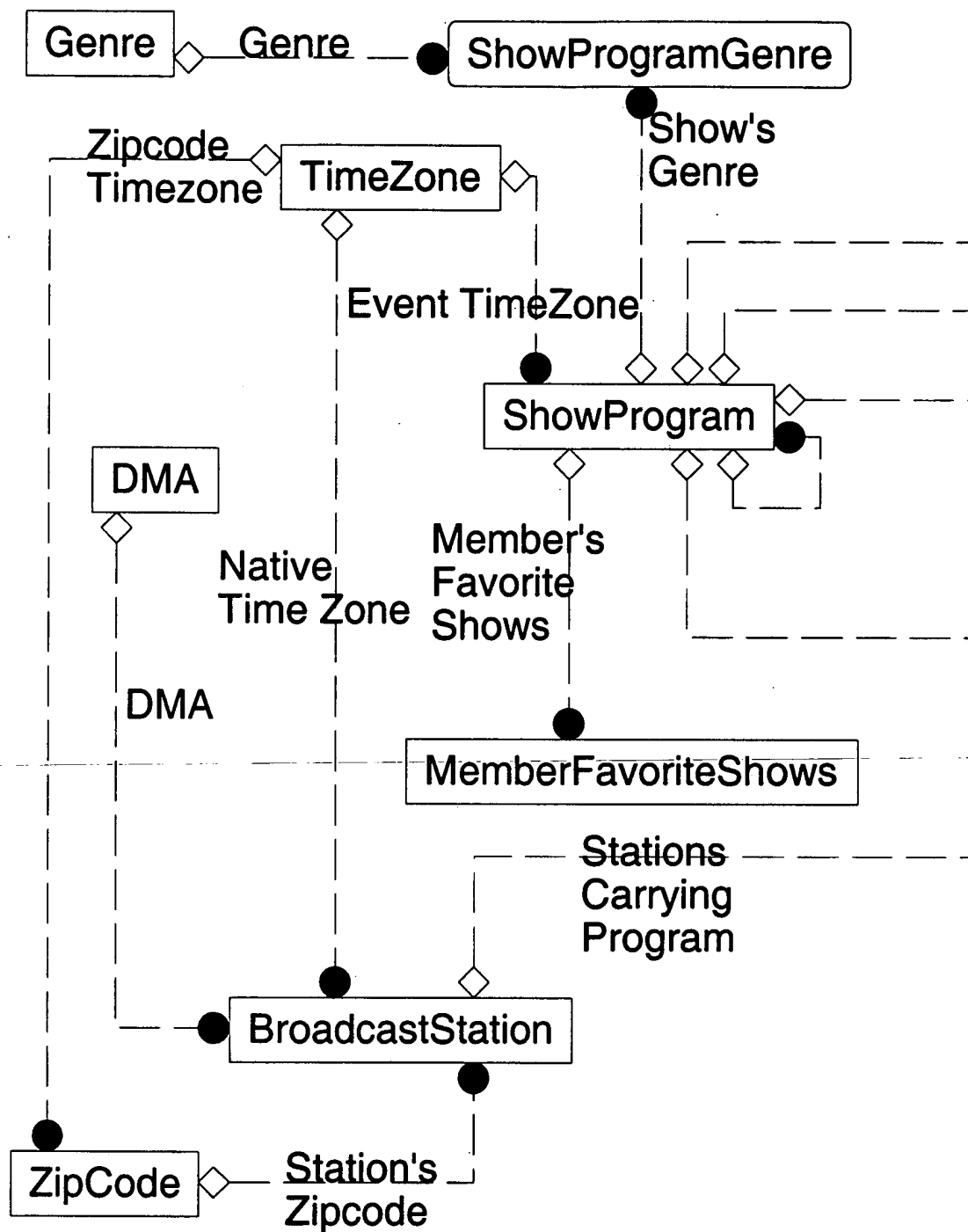


FIG.3A

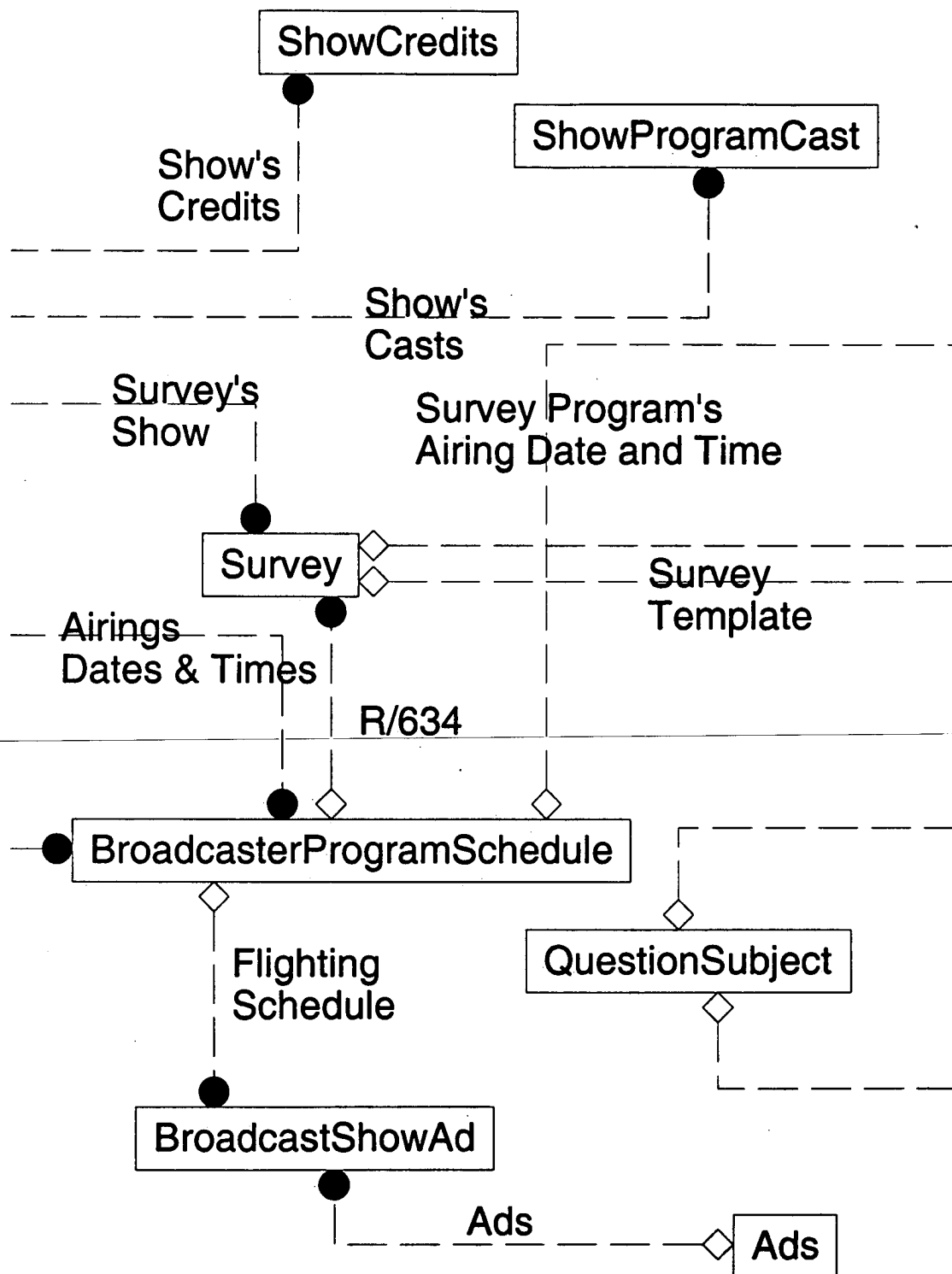


FIG.3B

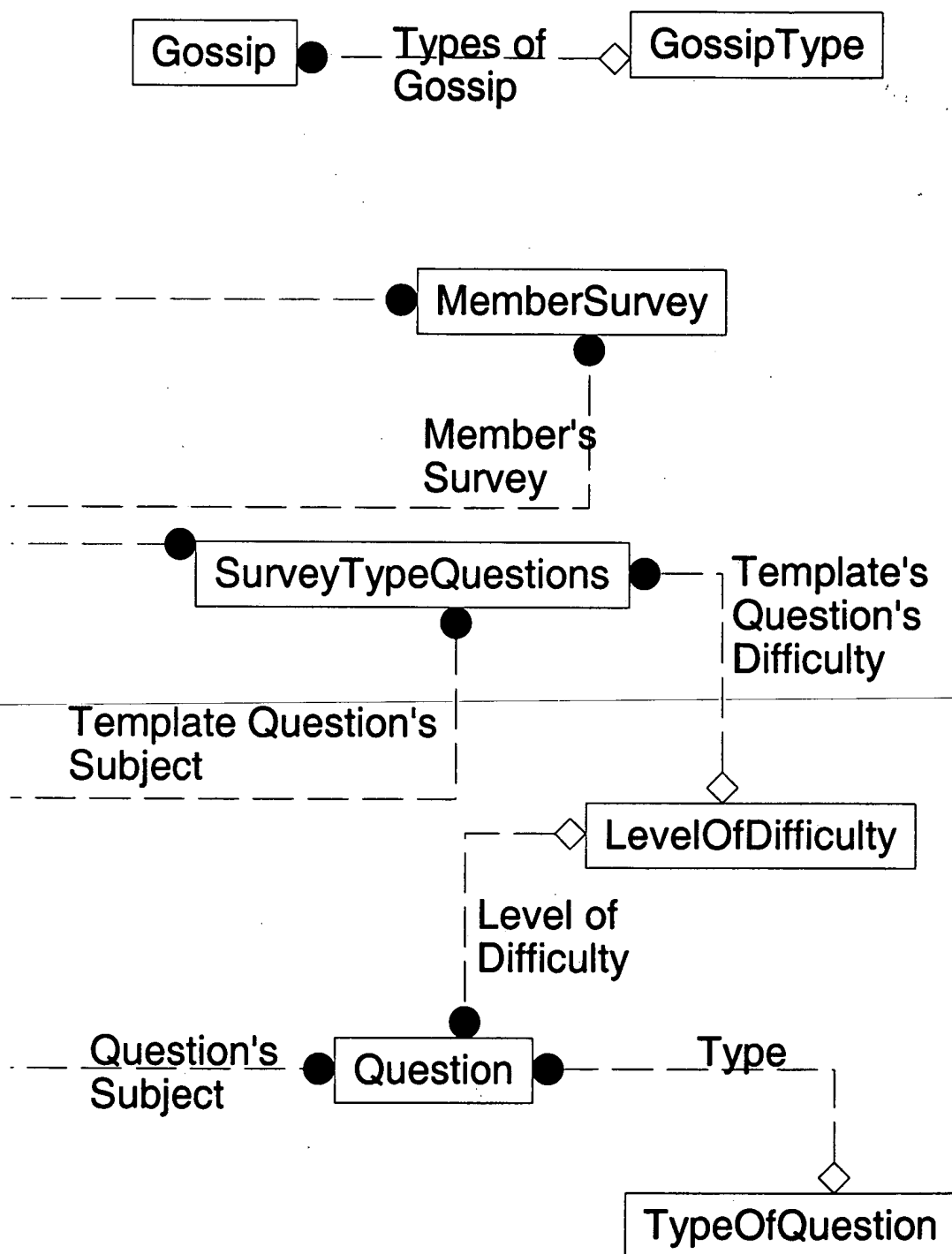
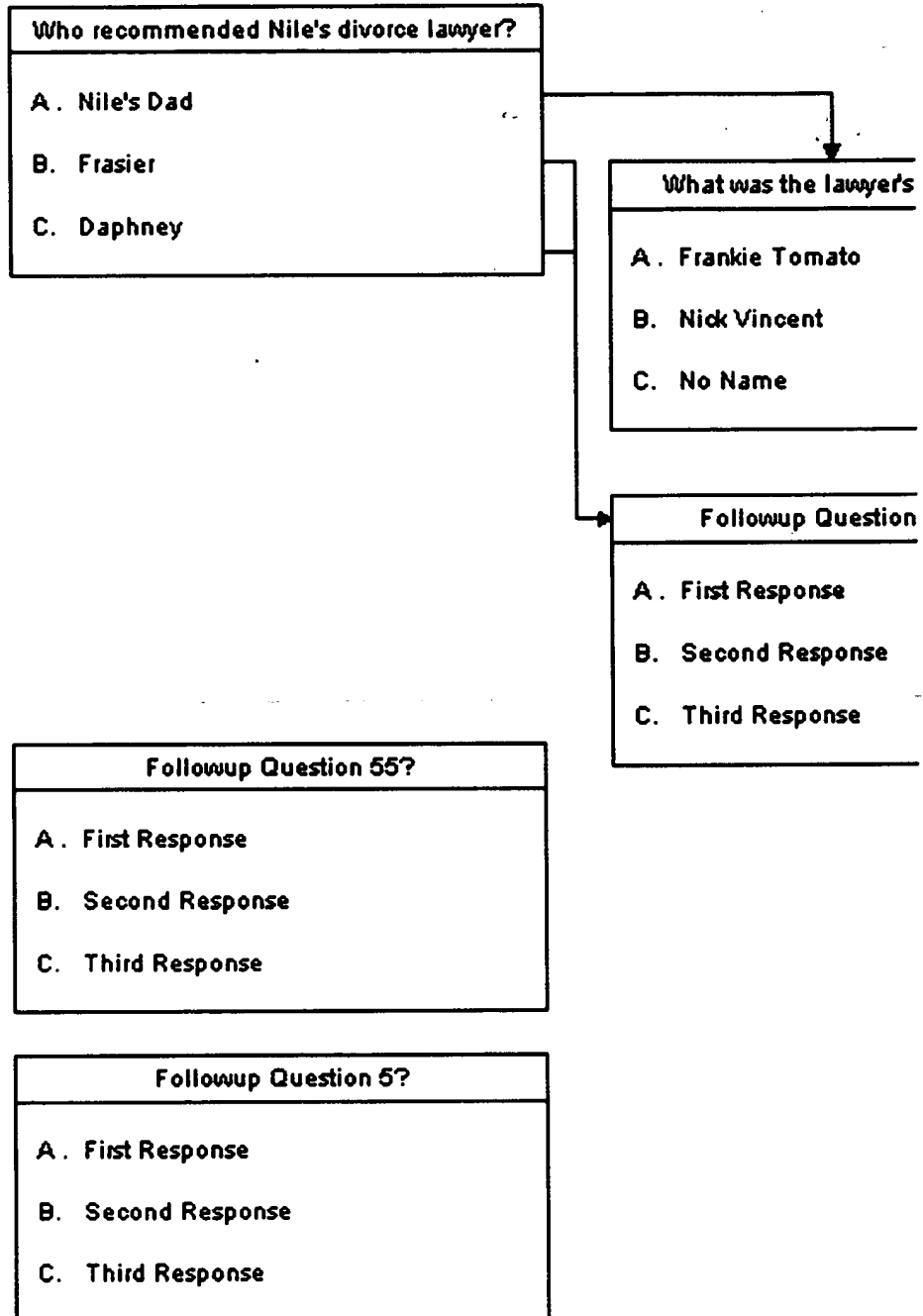


FIG.3C

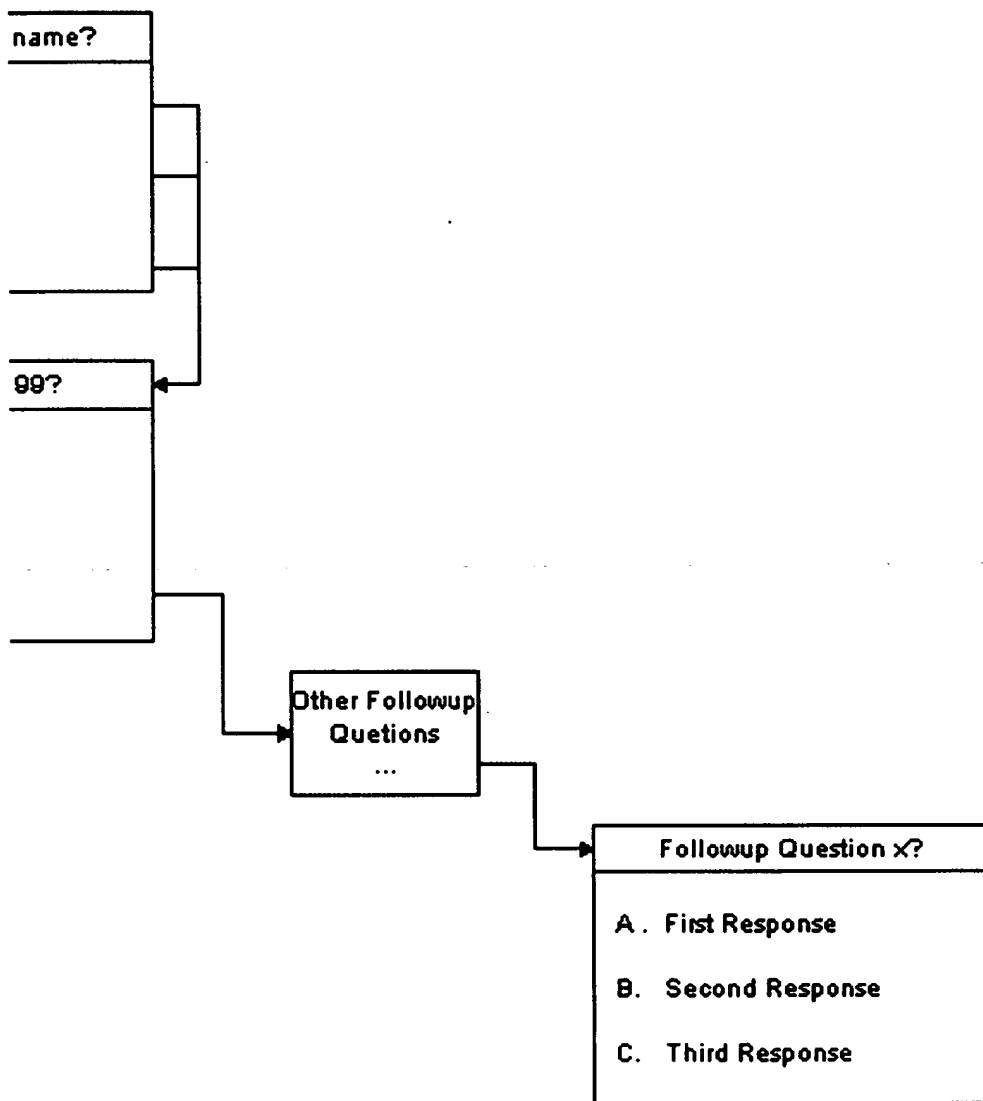
Atomic Level Questions



NB: Followup questions can themselves be the start of an Atomic Level

FIG.4A

Followup Level Questions



Question

FIG.4B



Member 15,124

Question:

Do you remember which pasta Ad aired during the airing of the show?

Responses:

- a) Ragu
- b) Premo
- c) Seven Brothers
- d) Raos

Member 15,124 adds 0



Member 51

Question:

Do you remember the airing of the st

Responses:

- a) Ragu
- b) Premo
- c) Seven Brothers
- d) Raos

NA

Brand
Retention Bin



Member 13,001

Question:

Do you remember which pasta Ad aired during the airing of the show?

Responses:

- a) Ragu
- b) Premo
- c) Seven Brothers
- d) Raos

Member 13,001 adds 1

NB: Analyzing the results: 2 recalled the Ad and 2 Did not. Of the 2 correct can be conducted to review, for example, those Member's income level ar

FIG.5A

3,967



Member 567

which pasta Ad aired during
now?

Question:

Do you remember which pasta Ad aired during
the airing of the show?

Responses:

a) Ragu

b) Premo

c) Seven Brothers

d) Raos

3,967

Member 59,967 adds 1

Member 567 adds 0

2 responses, 1 was male and 1 was female. Future analysis
id/or marital status.

FIG.5B

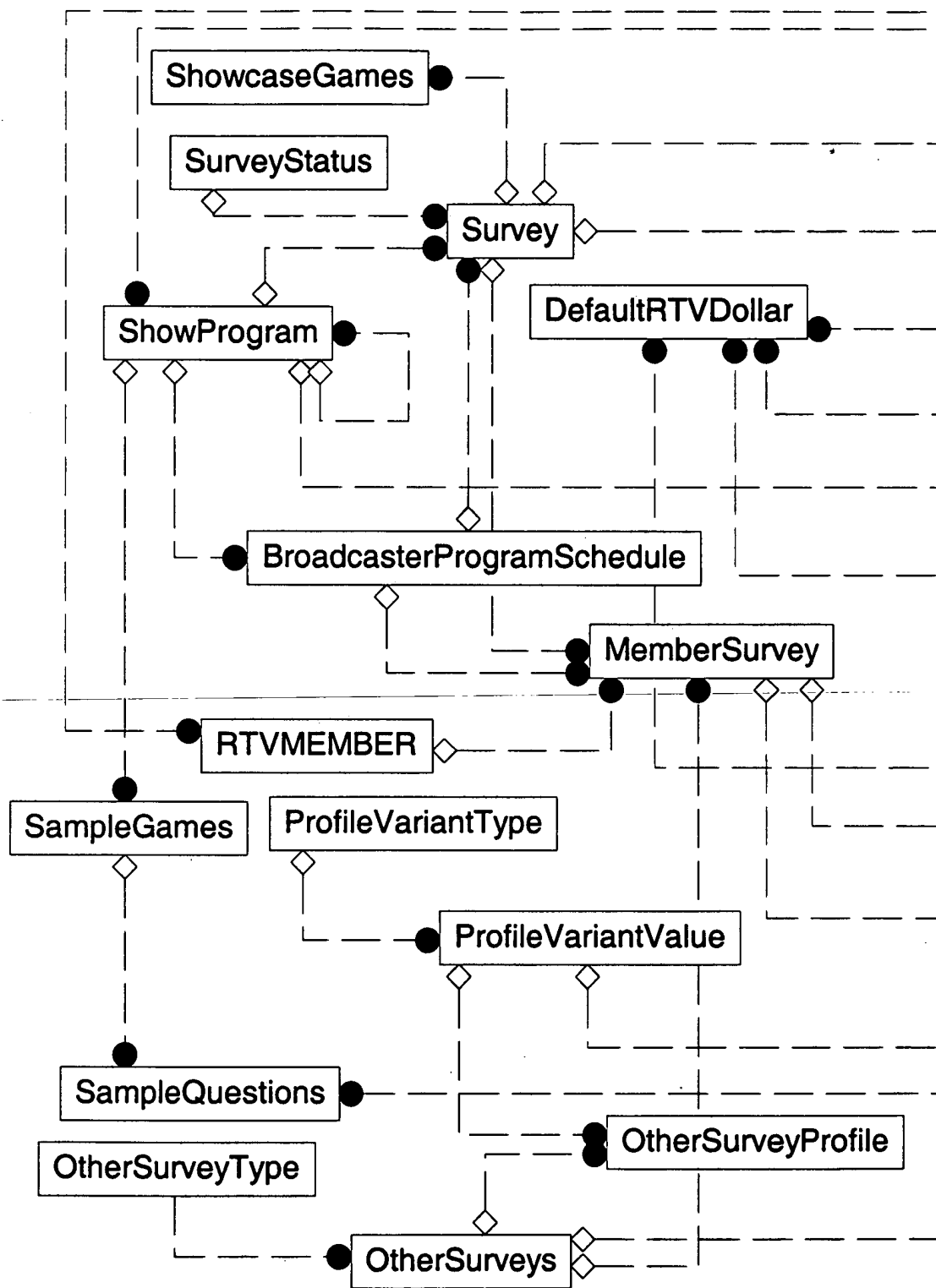


FIG.6A

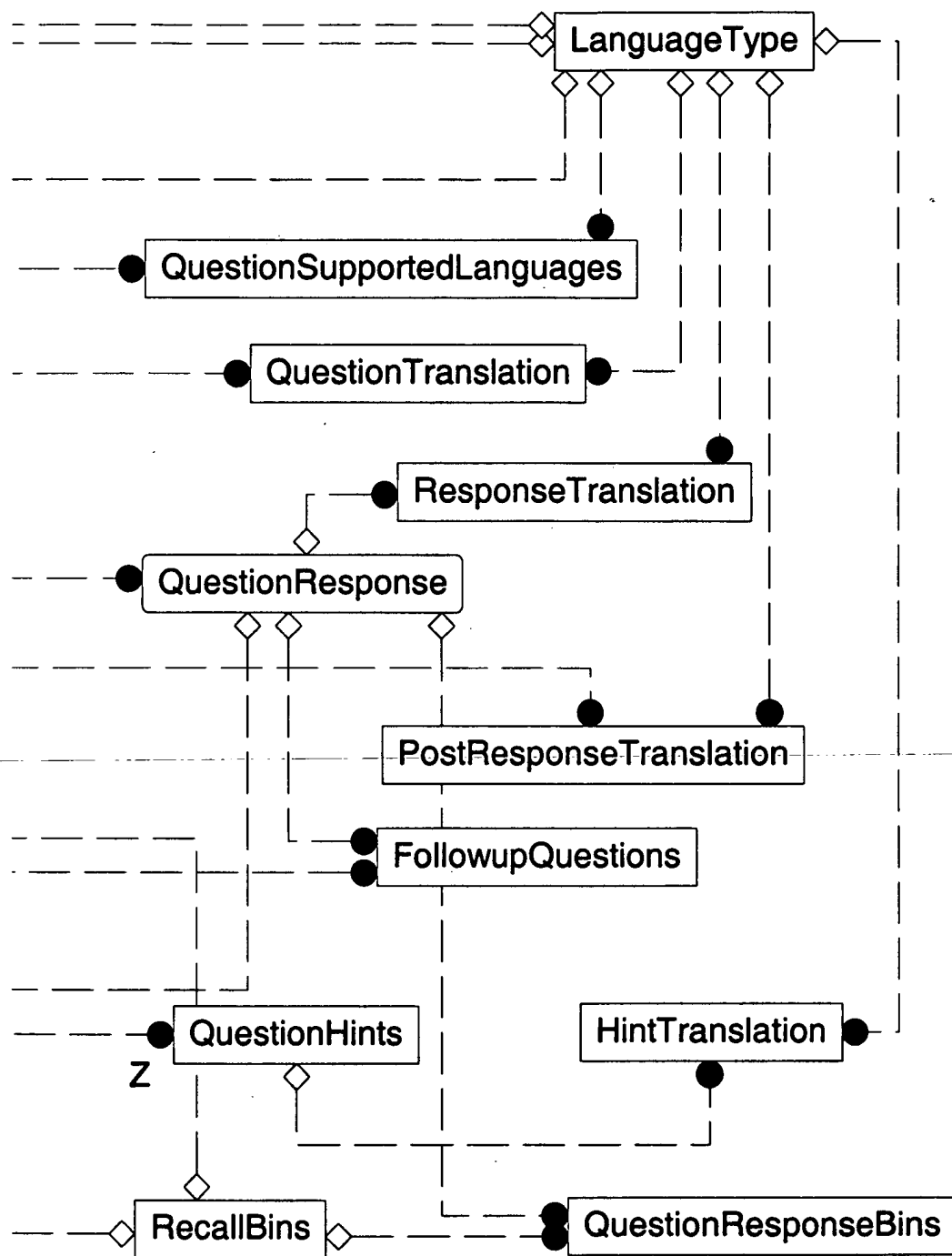


FIG.6C

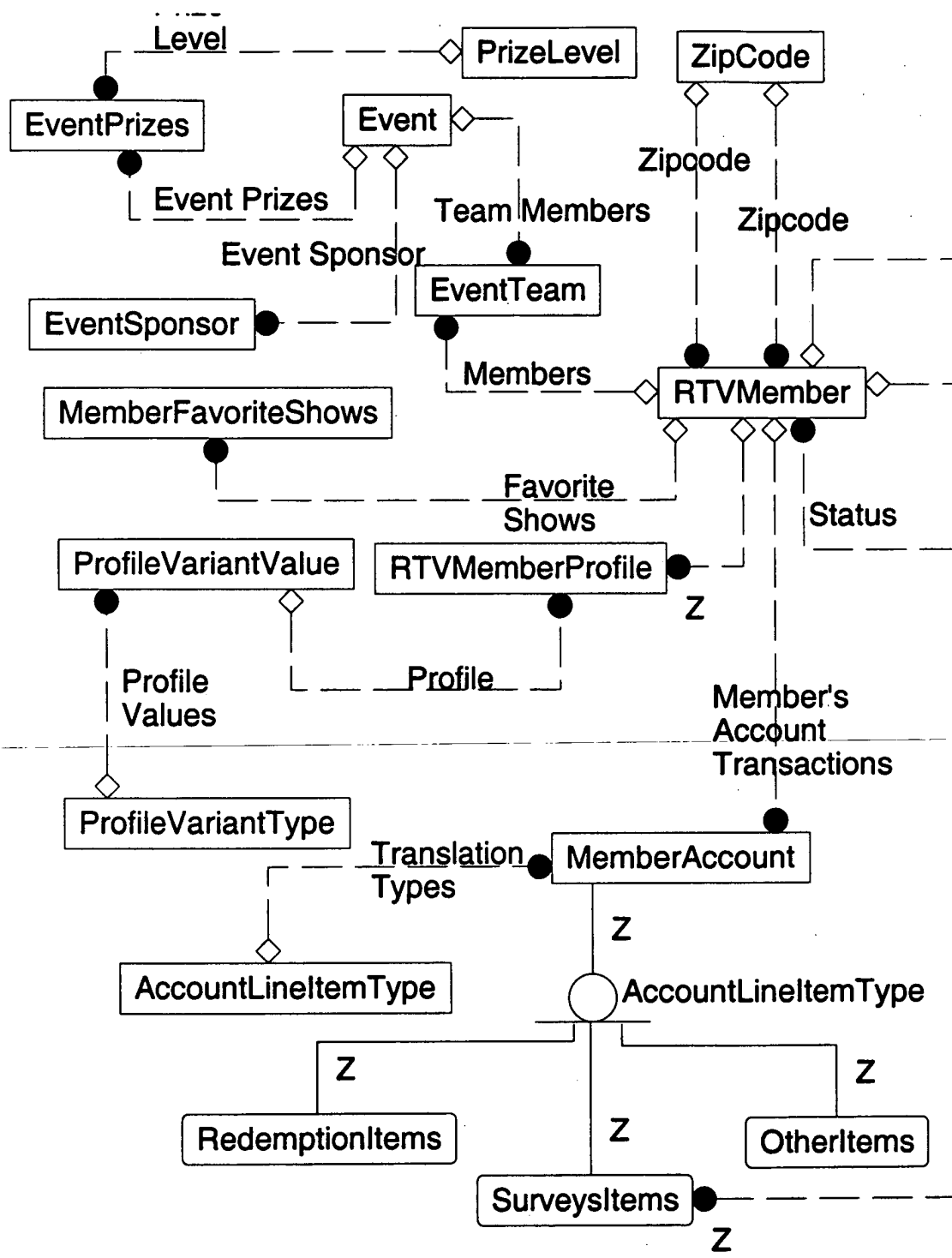


FIG.7A

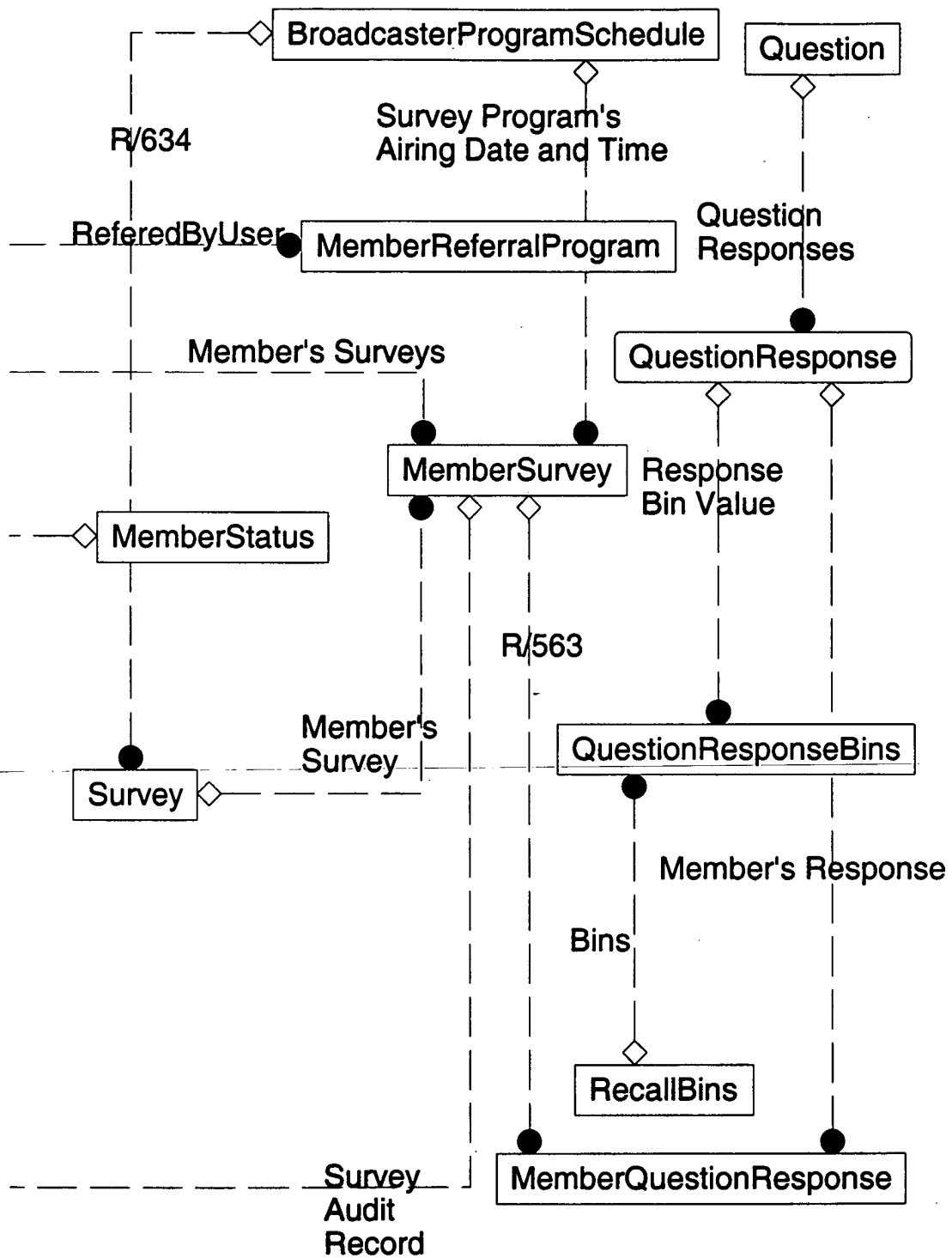


FIG. 7B

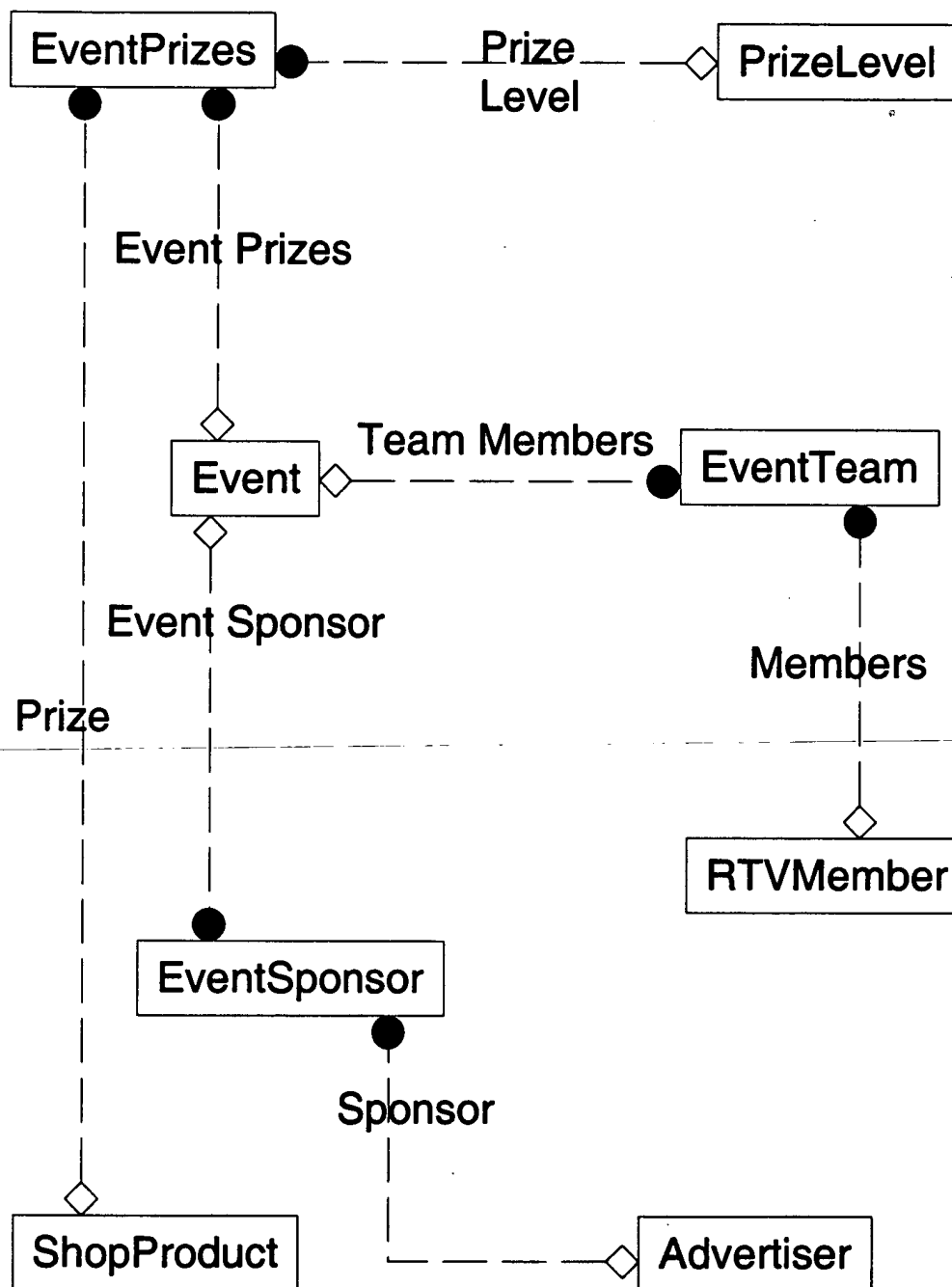


FIG.8

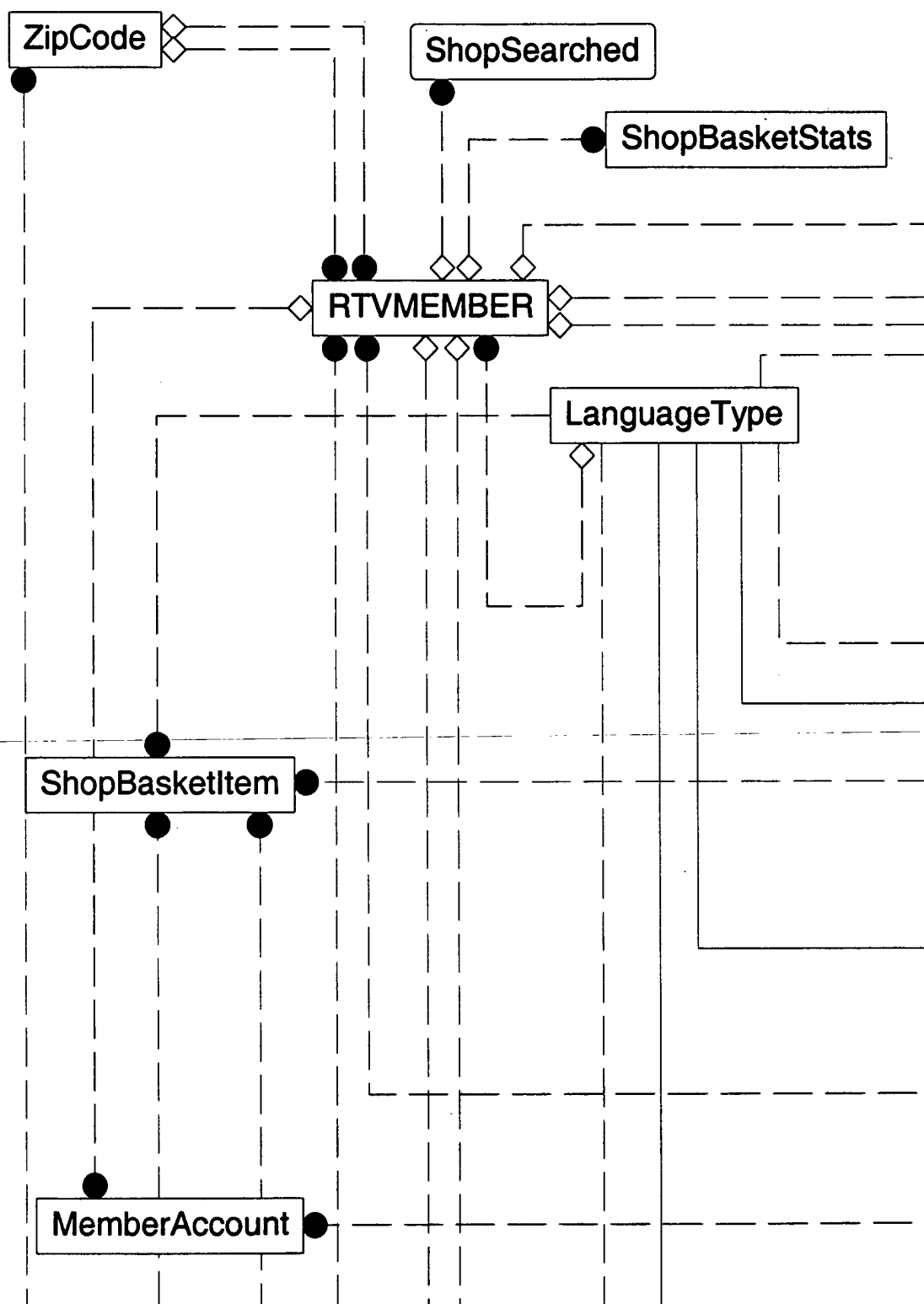


FIG.9A

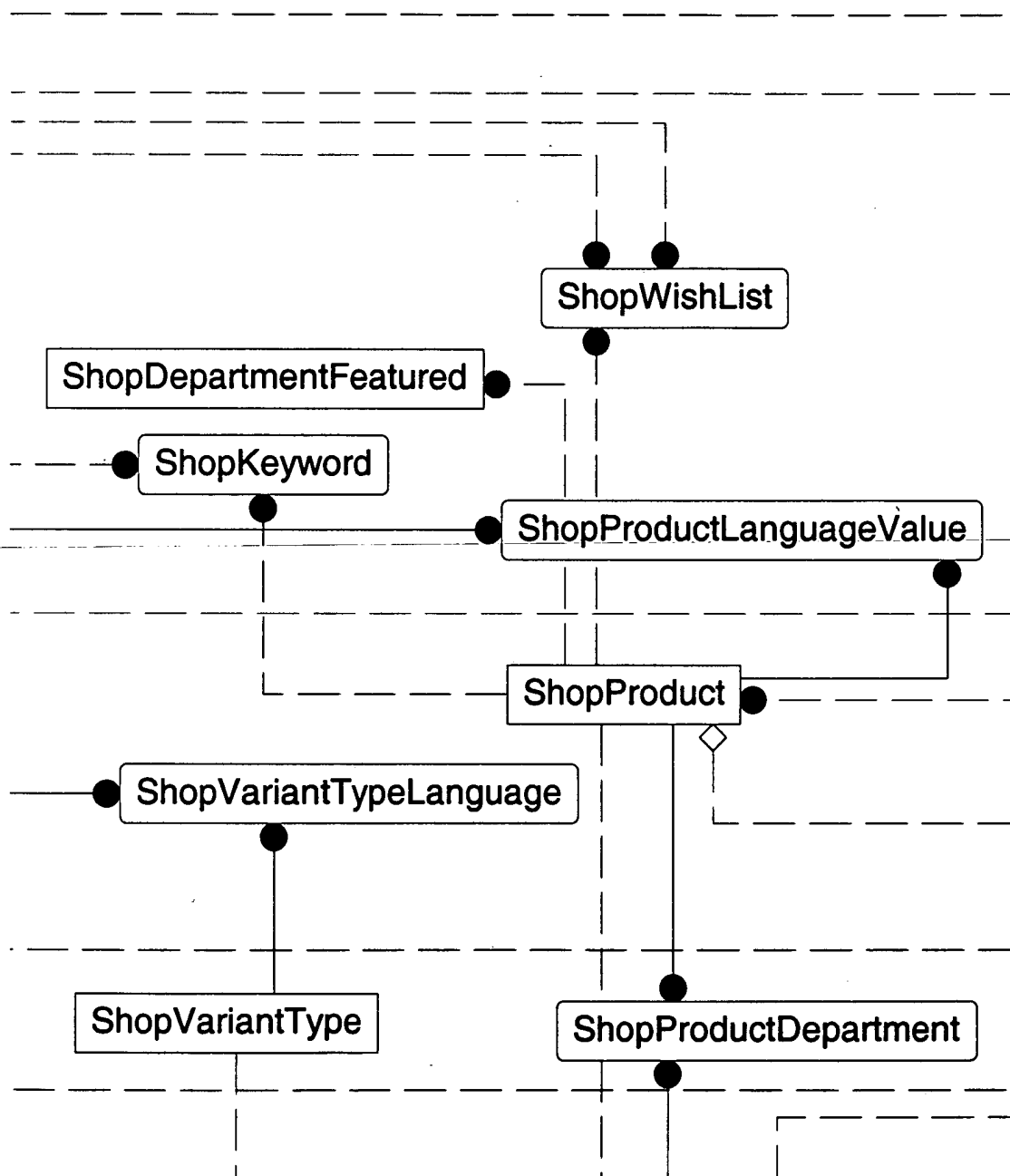


FIG. 9B

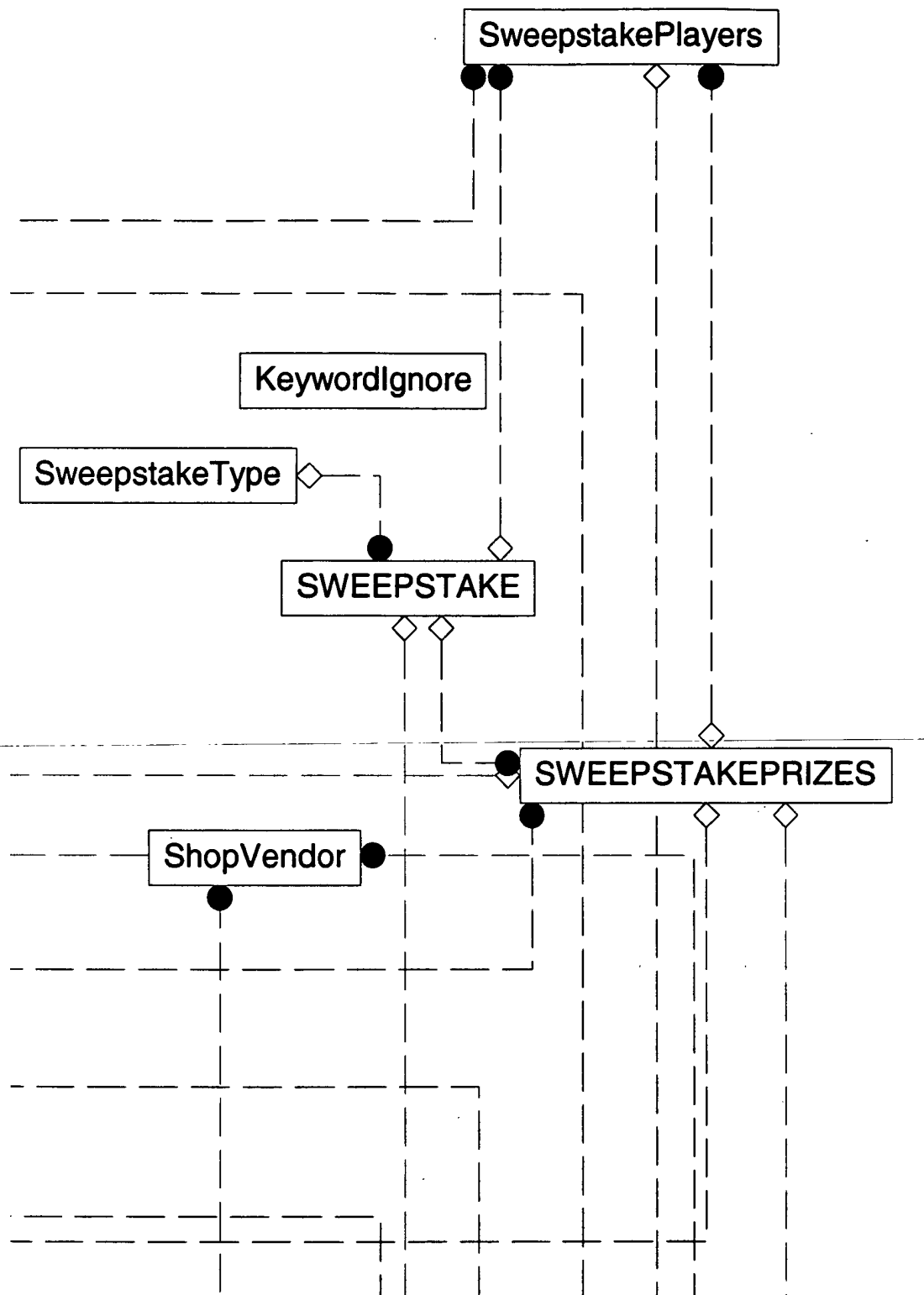


FIG.9C

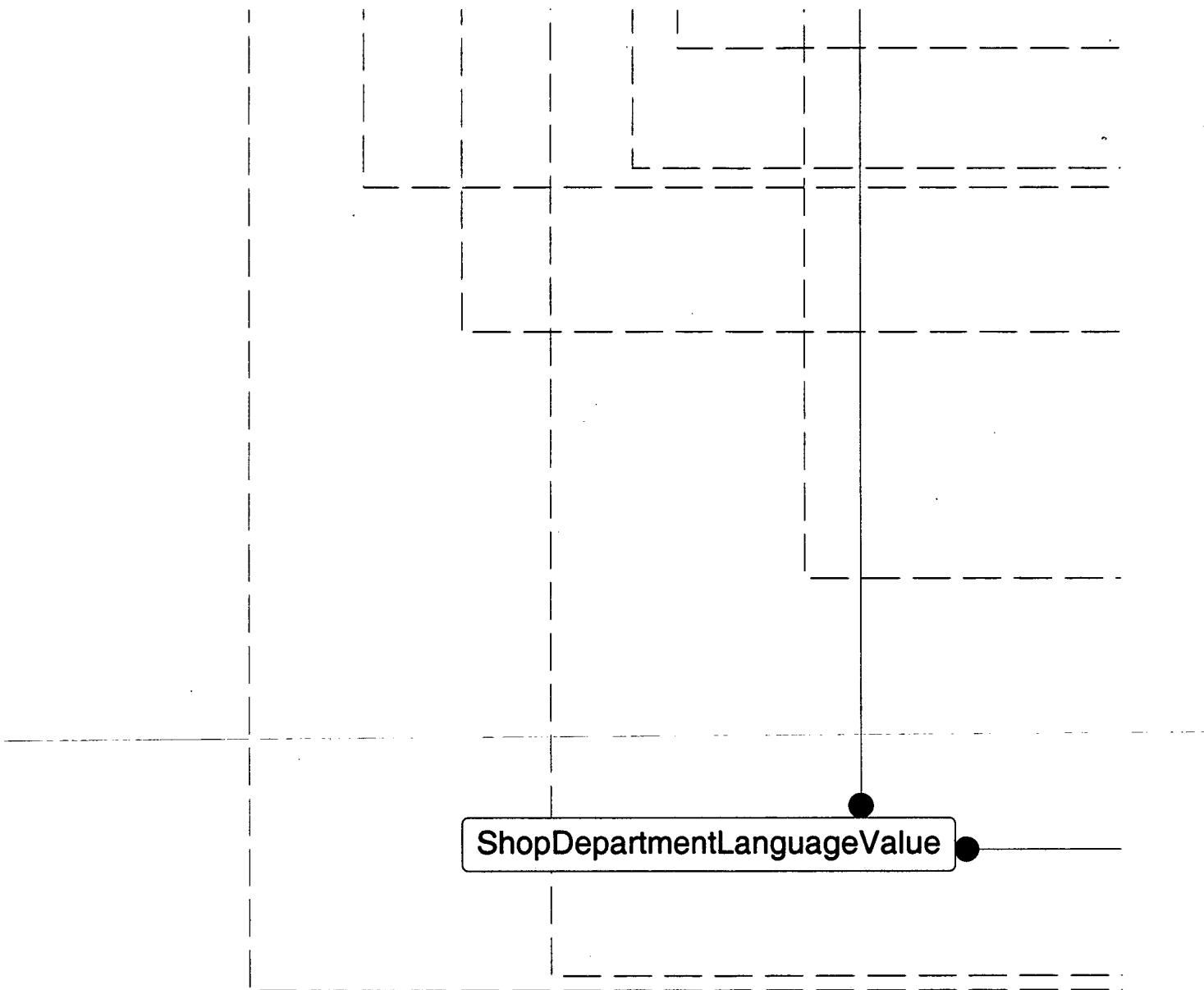


FIG.9D

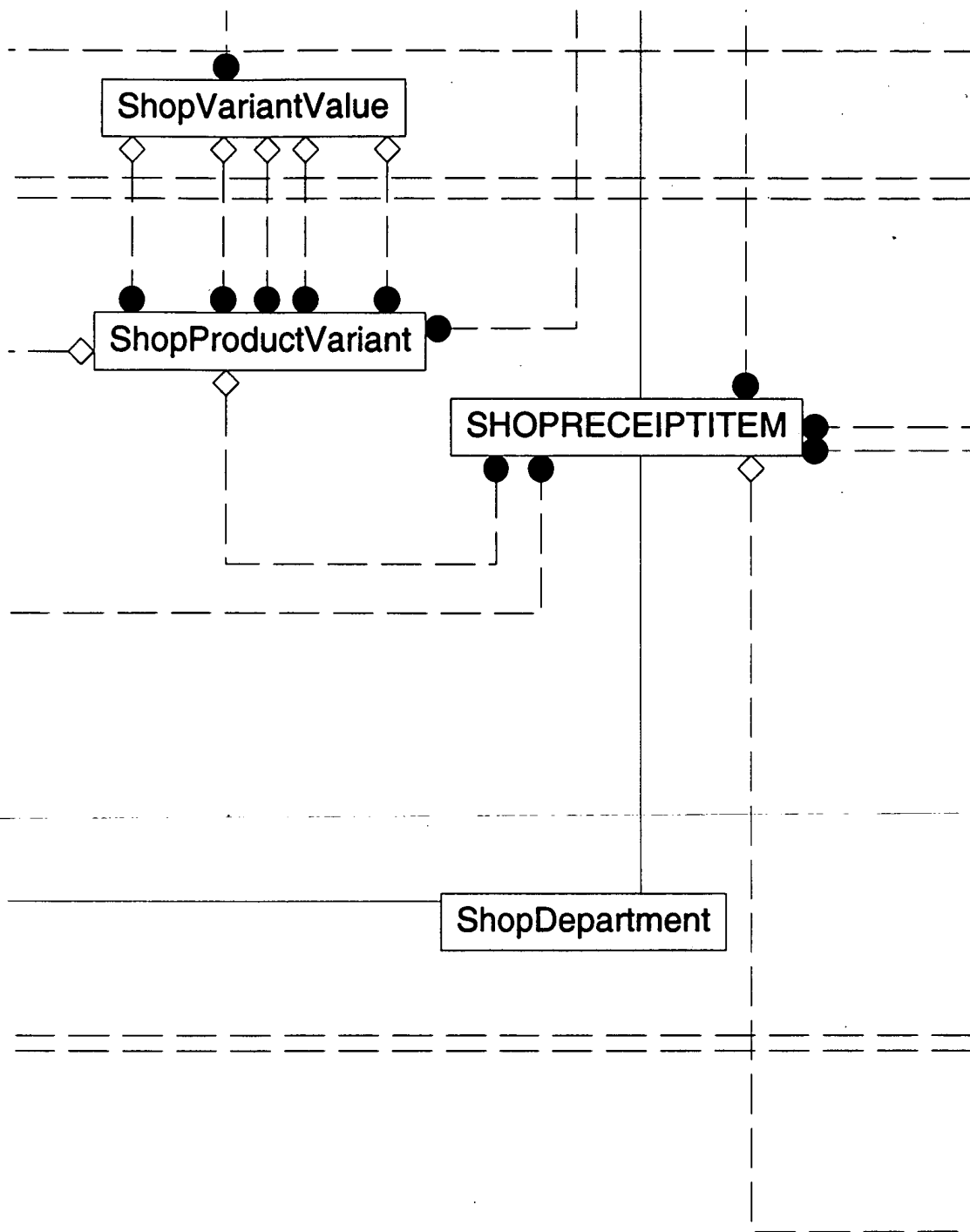


FIG.9E

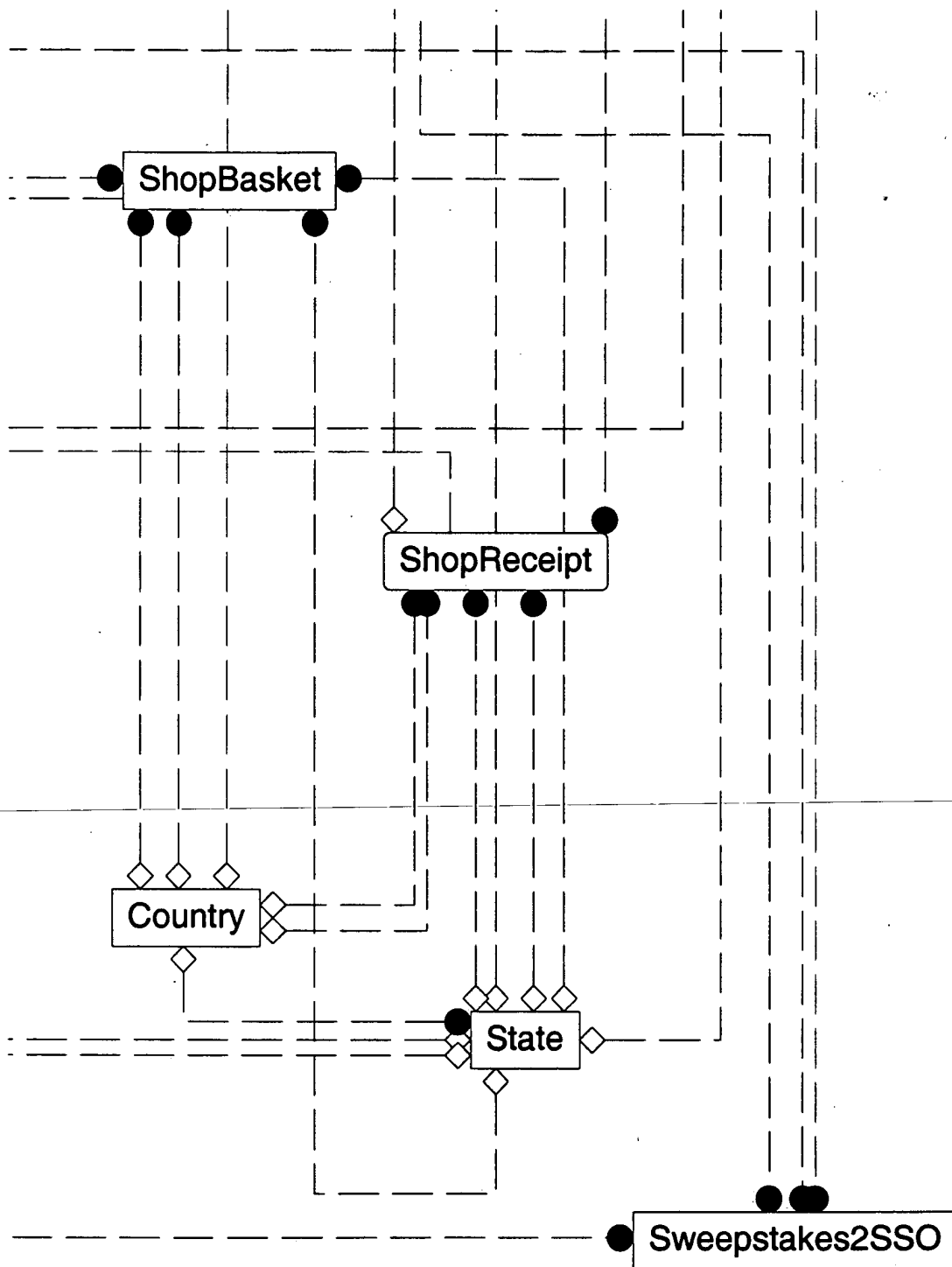


FIG.9F

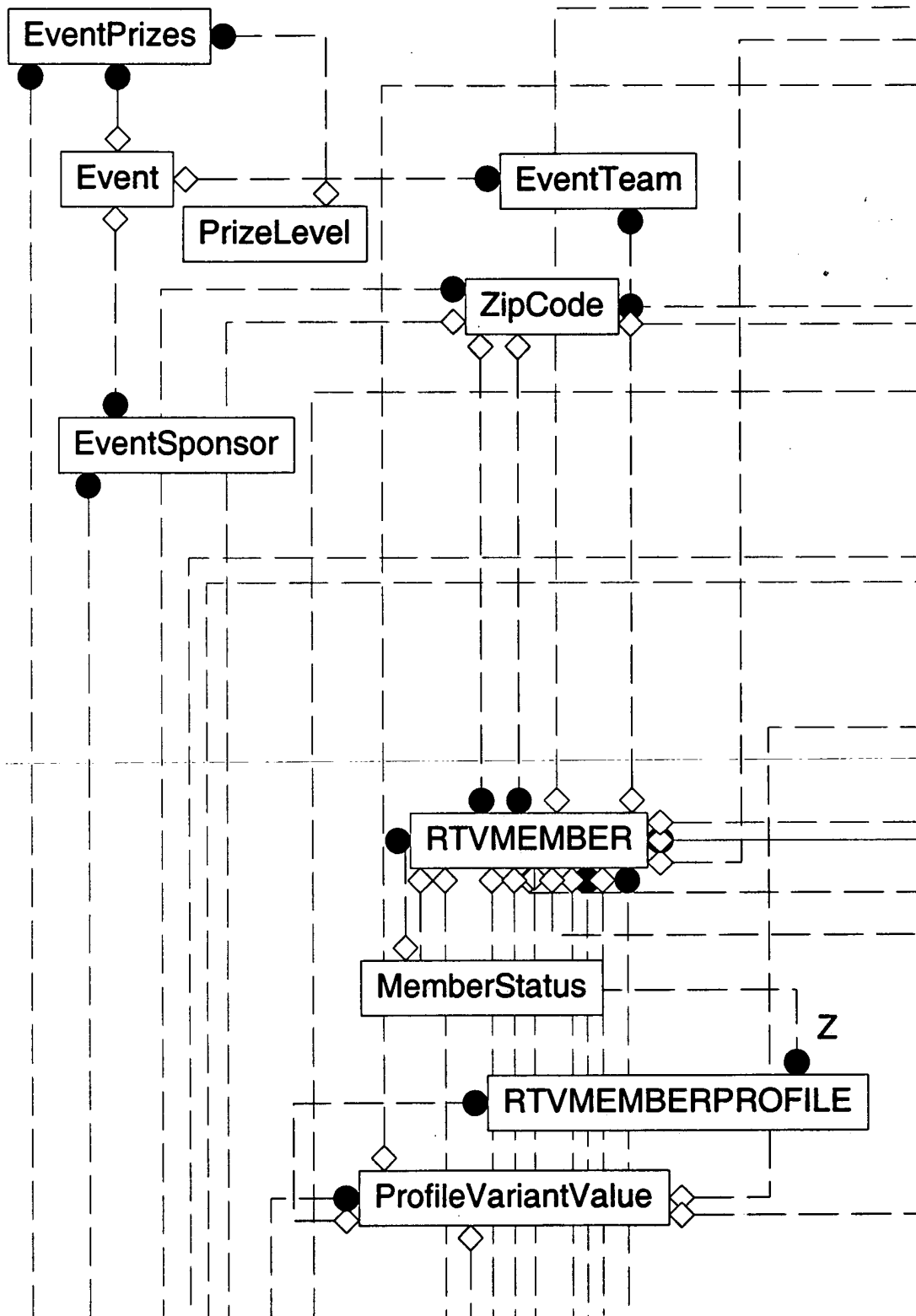


FIG.10A(I)

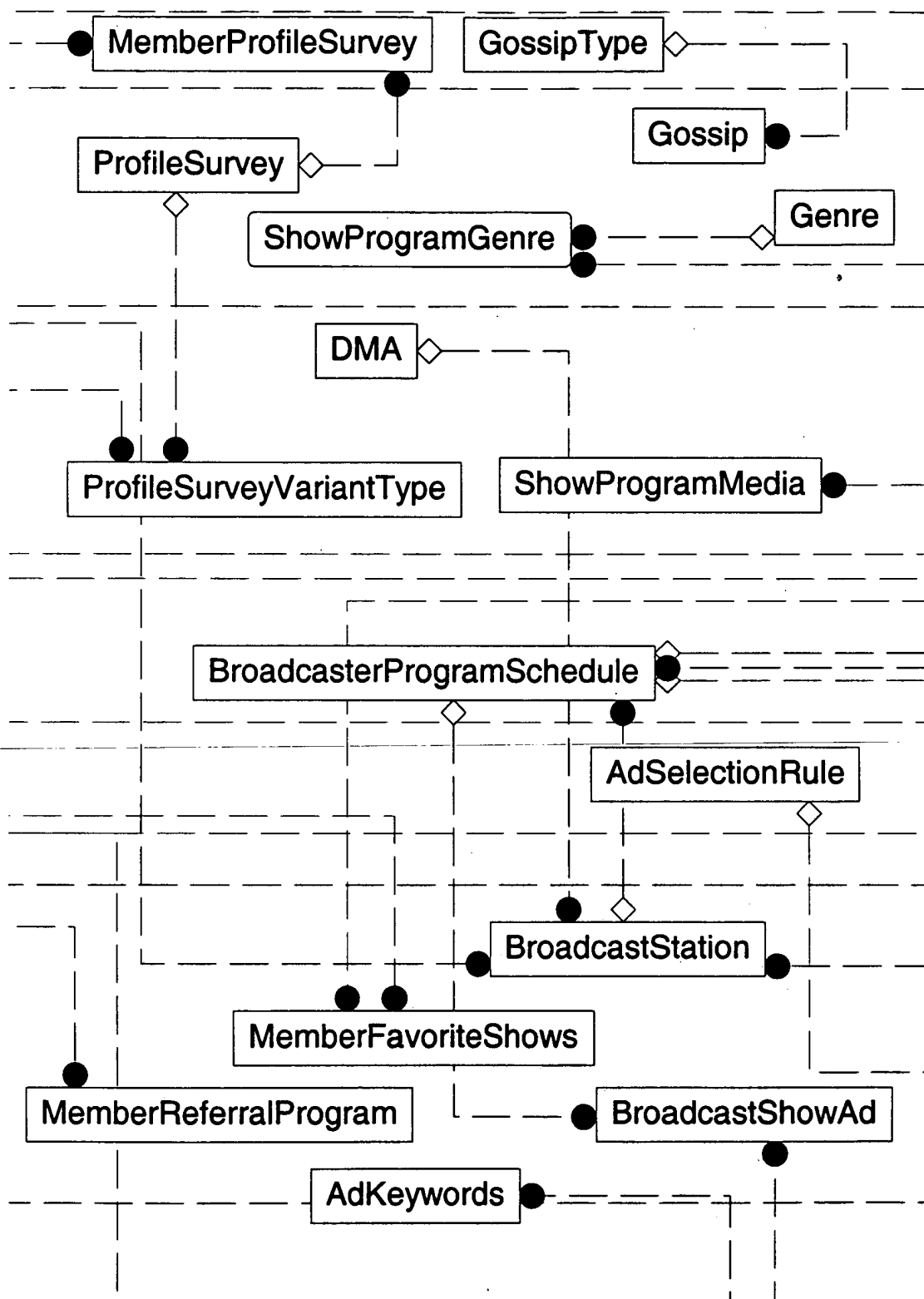


FIG.10A(ii)

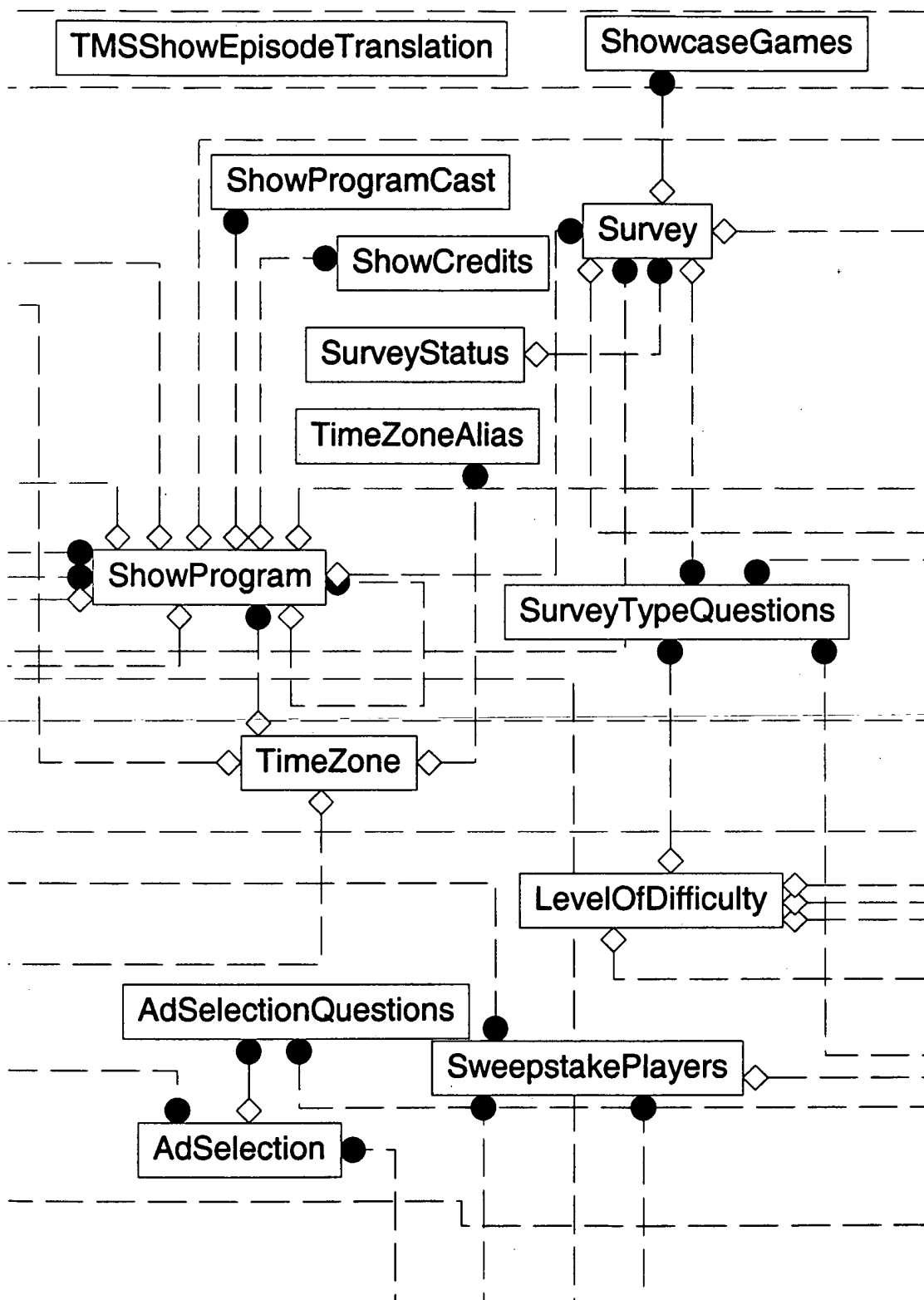


FIG.10A(iii)

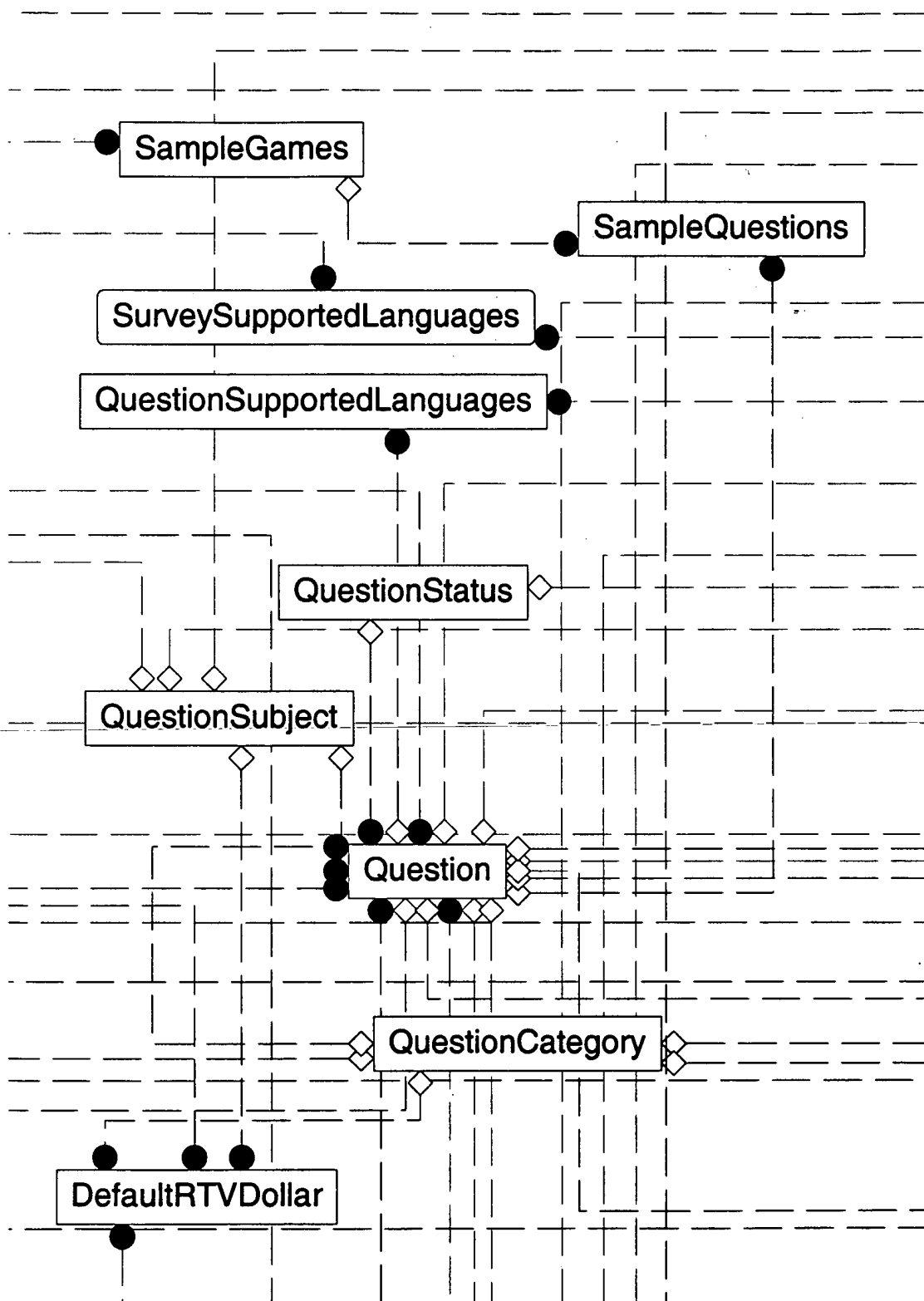


FIG.10A(iv)

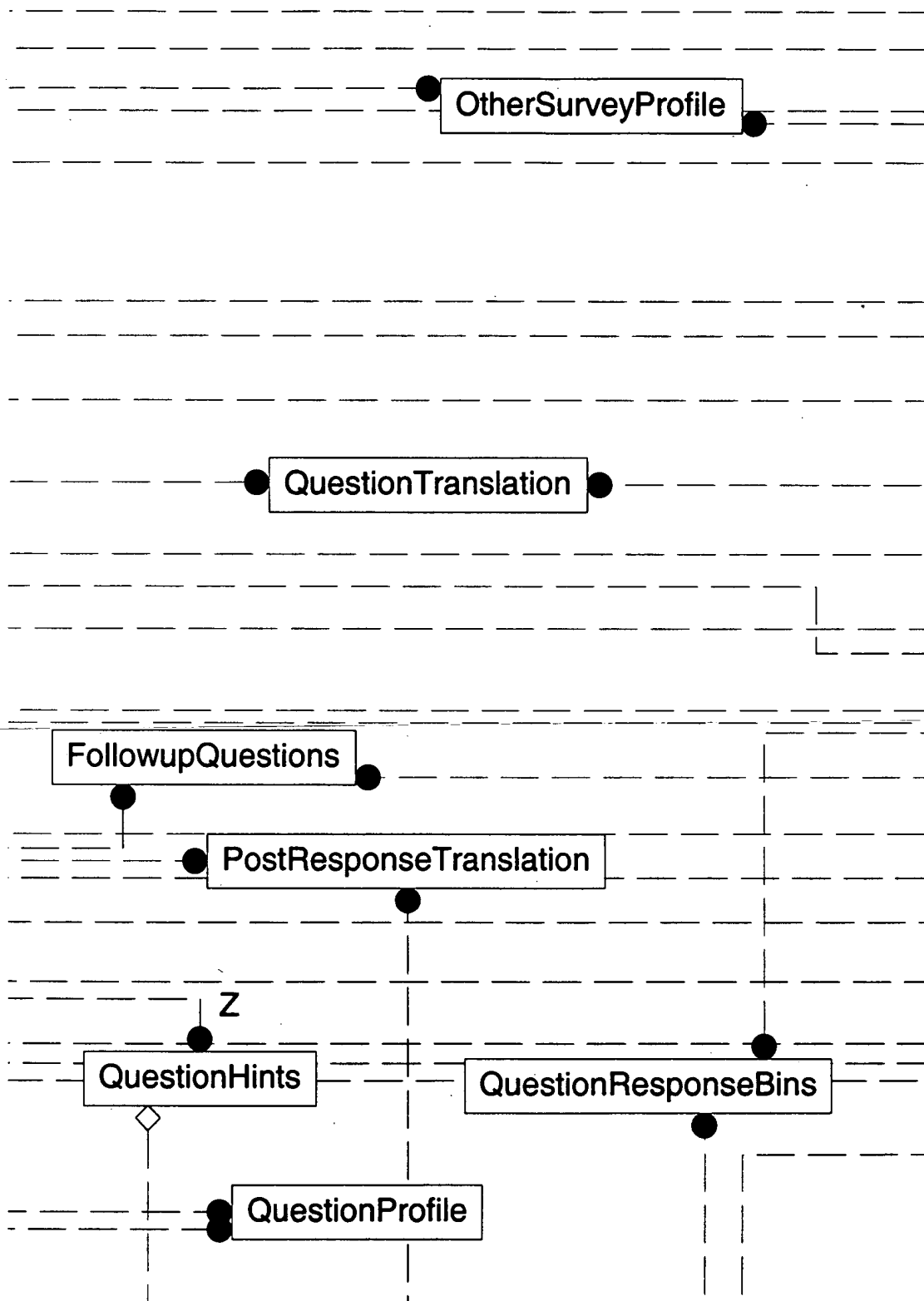


FIG.10A(v)

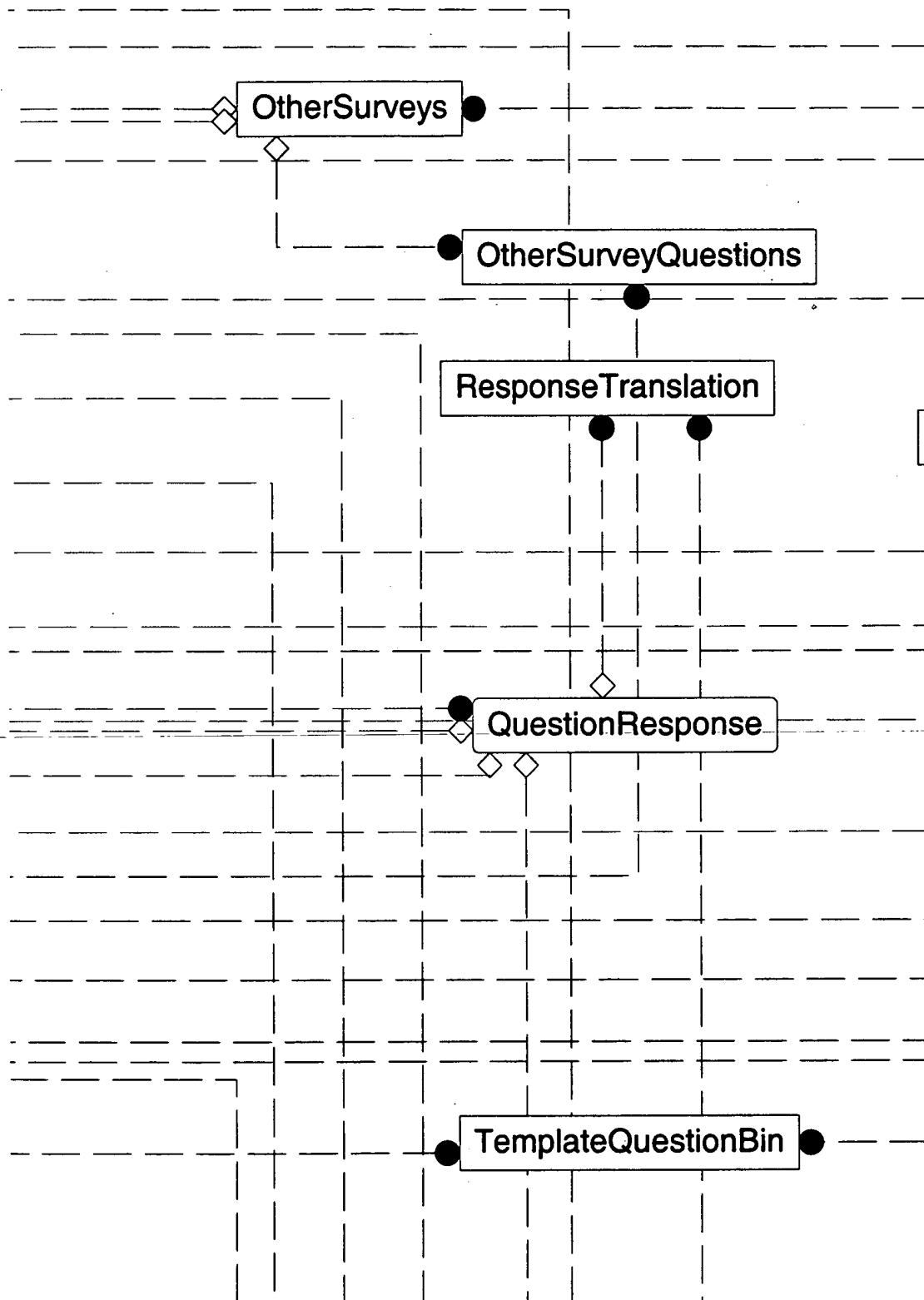


FIG.10A(vi)

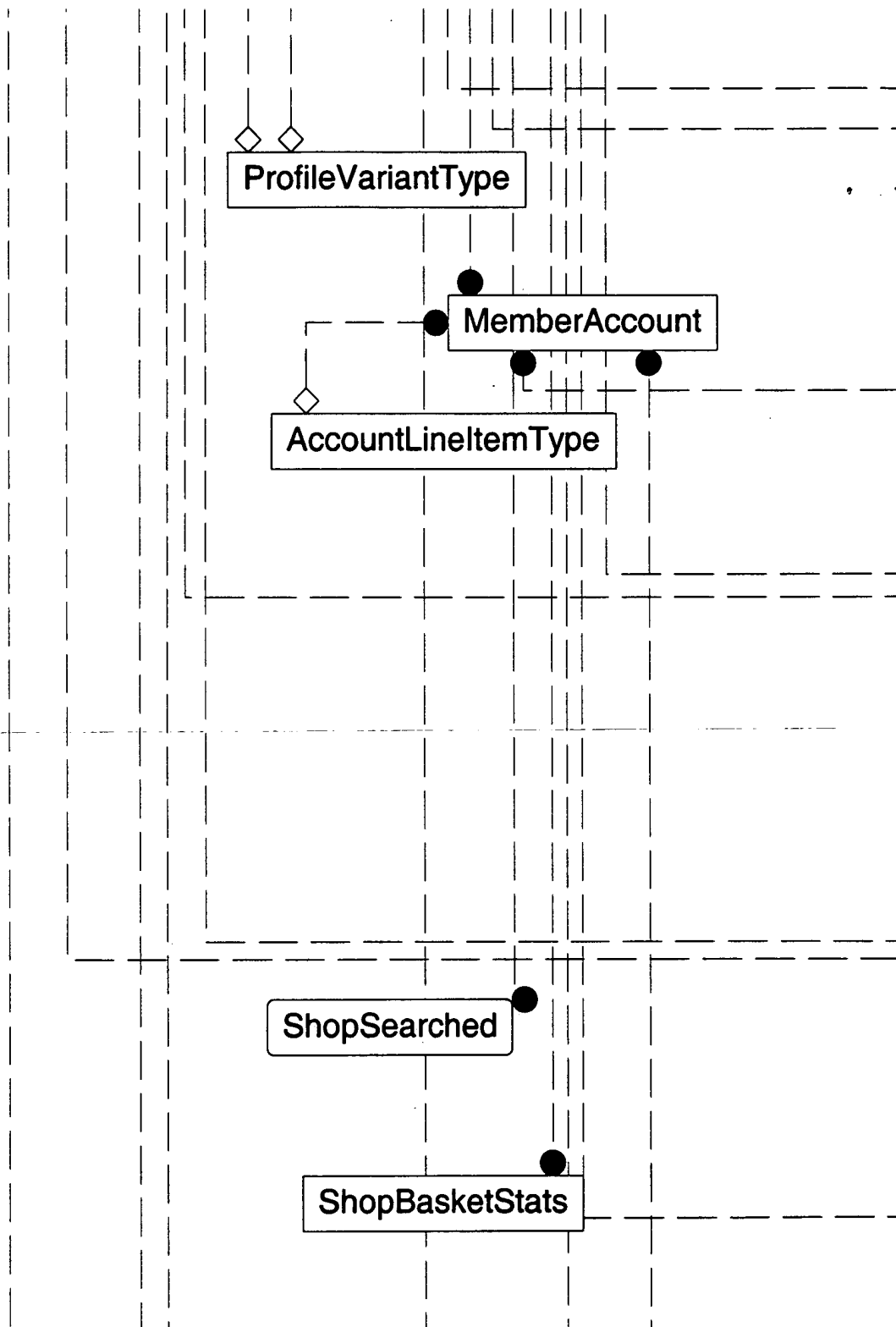


FIG.10B(i)

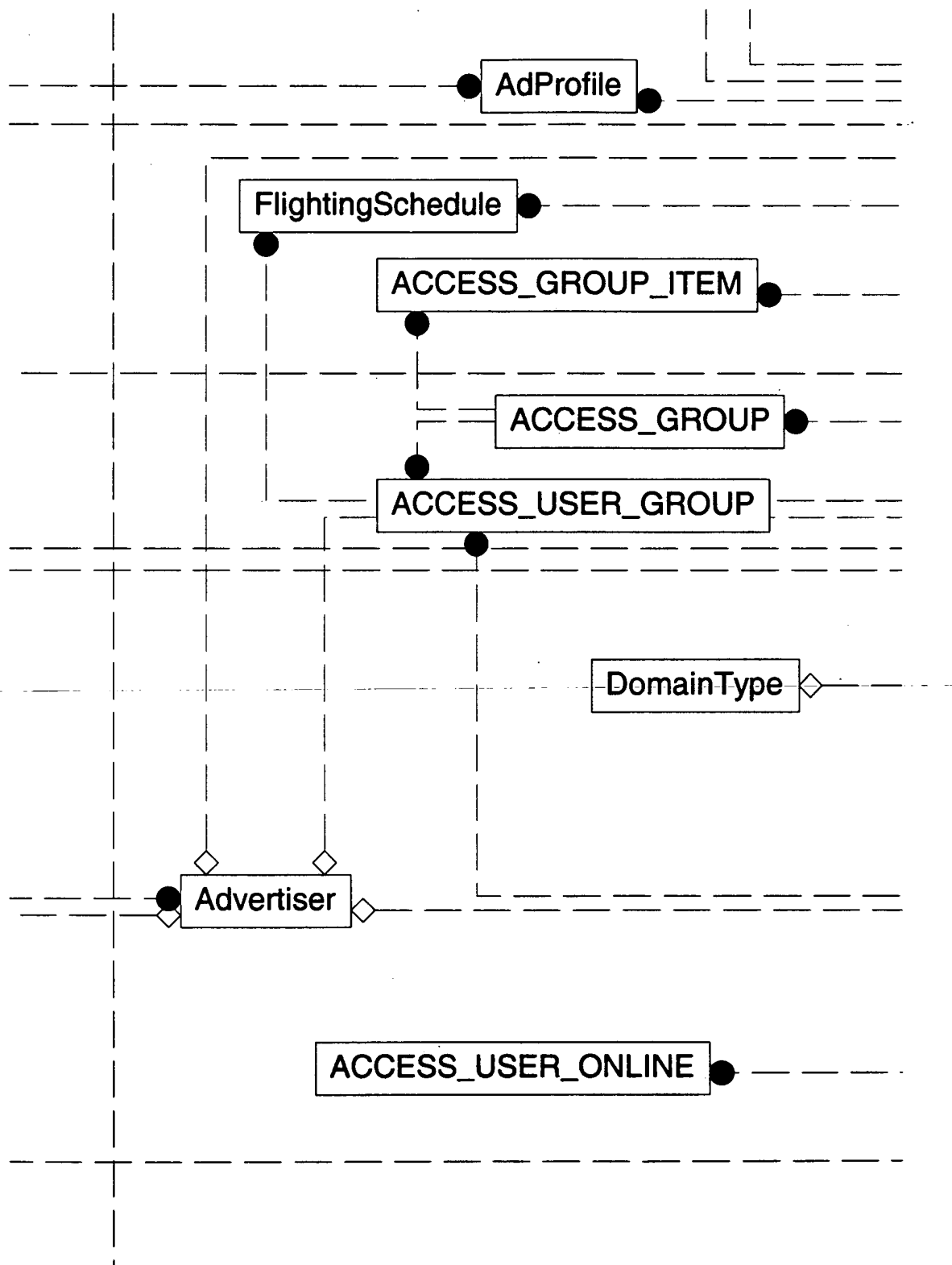


FIG.10B(ii)

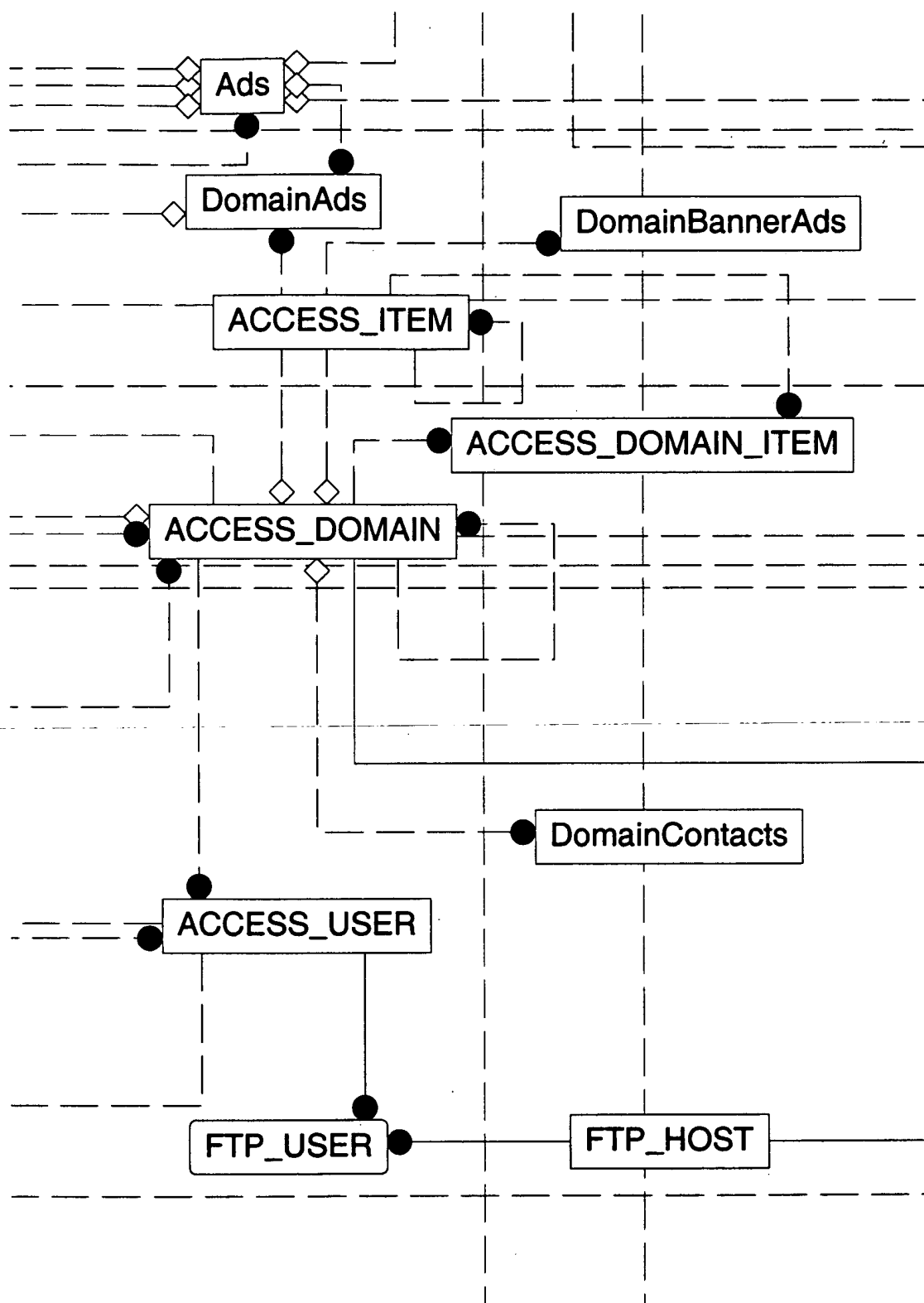


FIG.10B(iii)

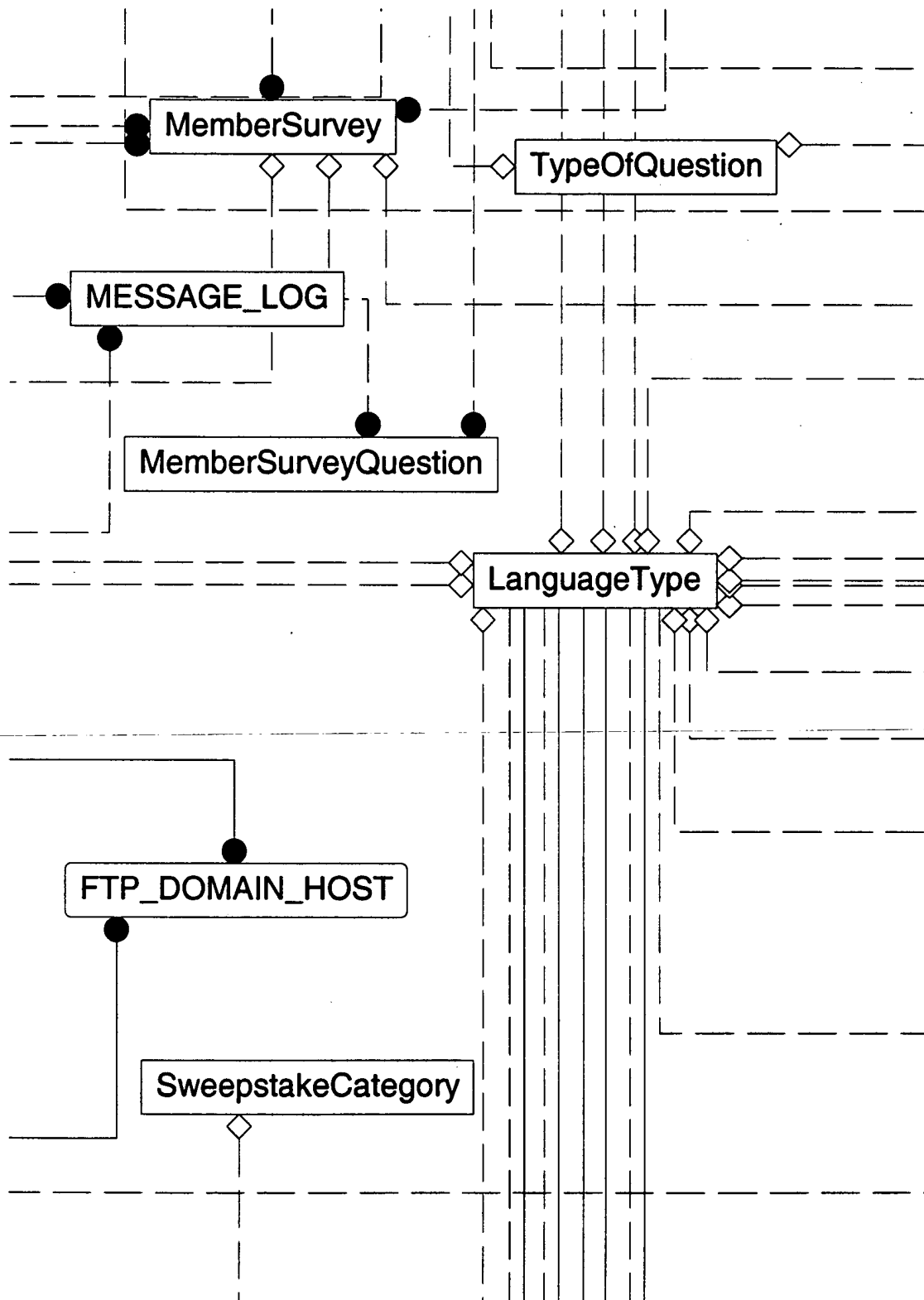


FIG.10B(iv)

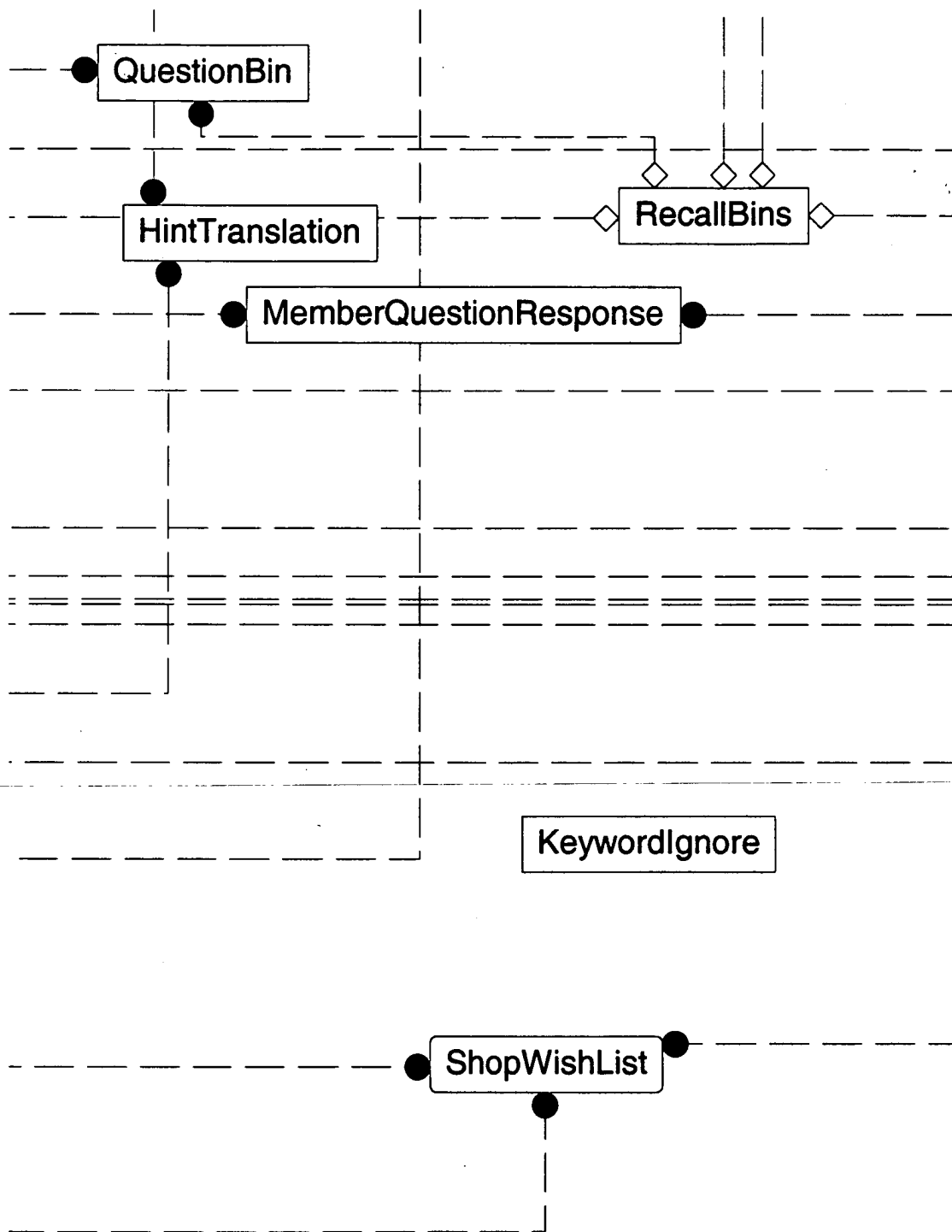


FIG.10B(v)

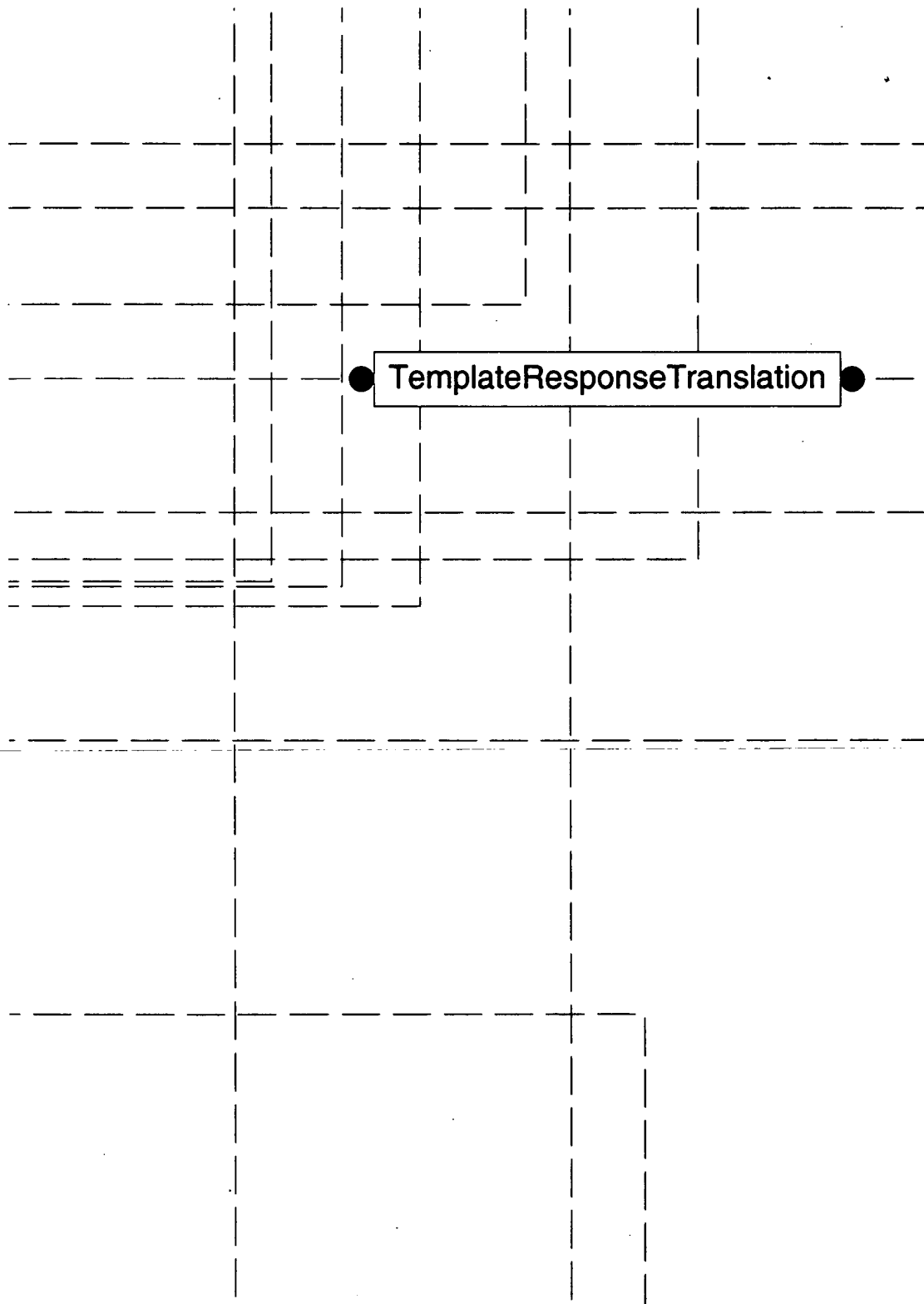


FIG.10B(vi)

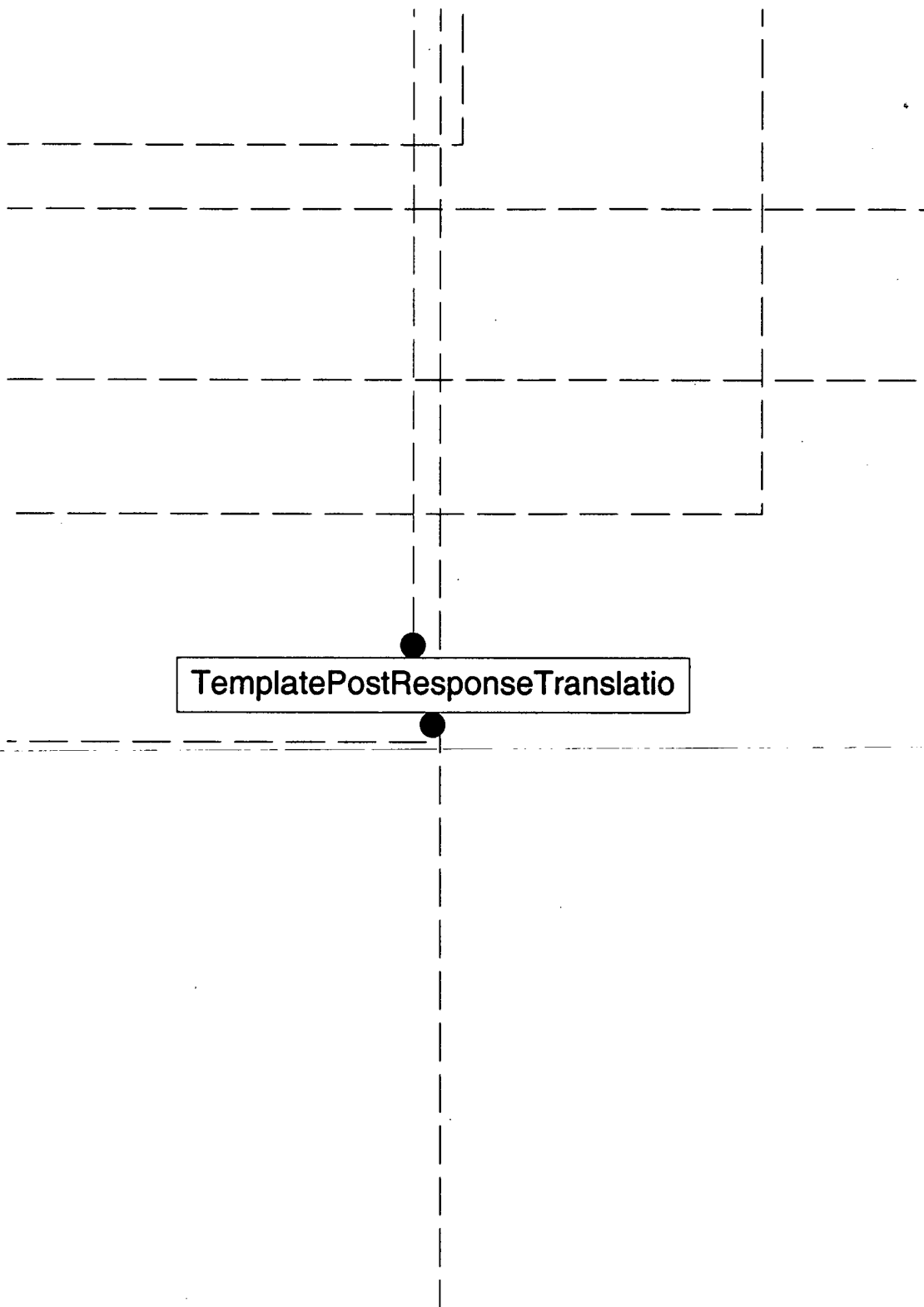


FIG.10B(vii)

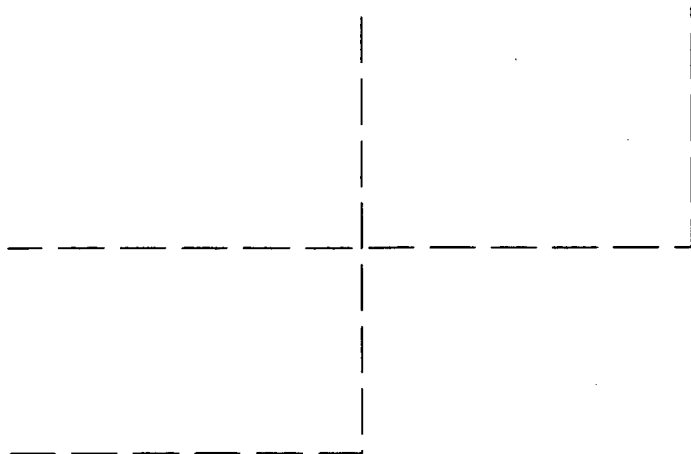


FIG.10B(viii)

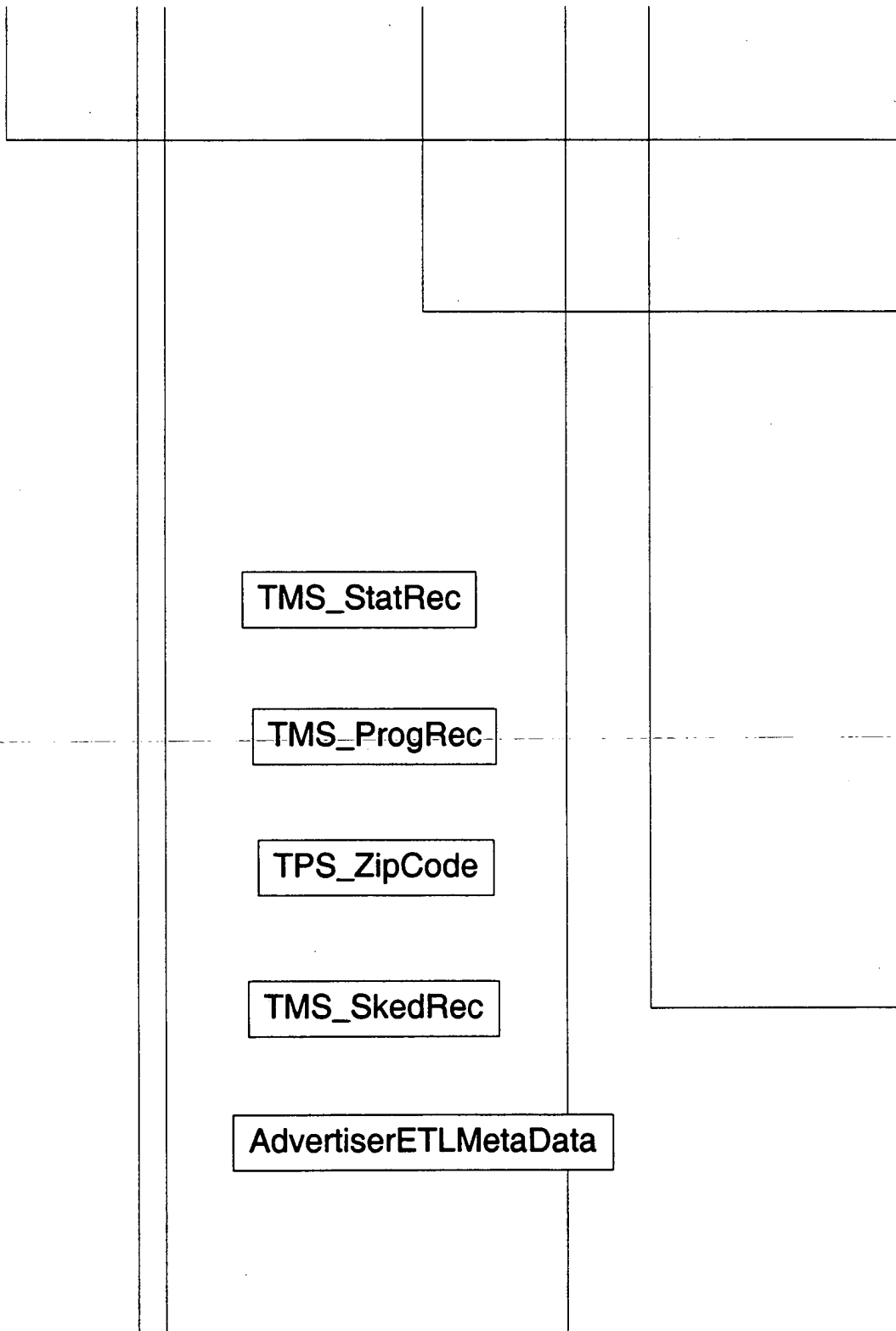


FIG.10C(i)

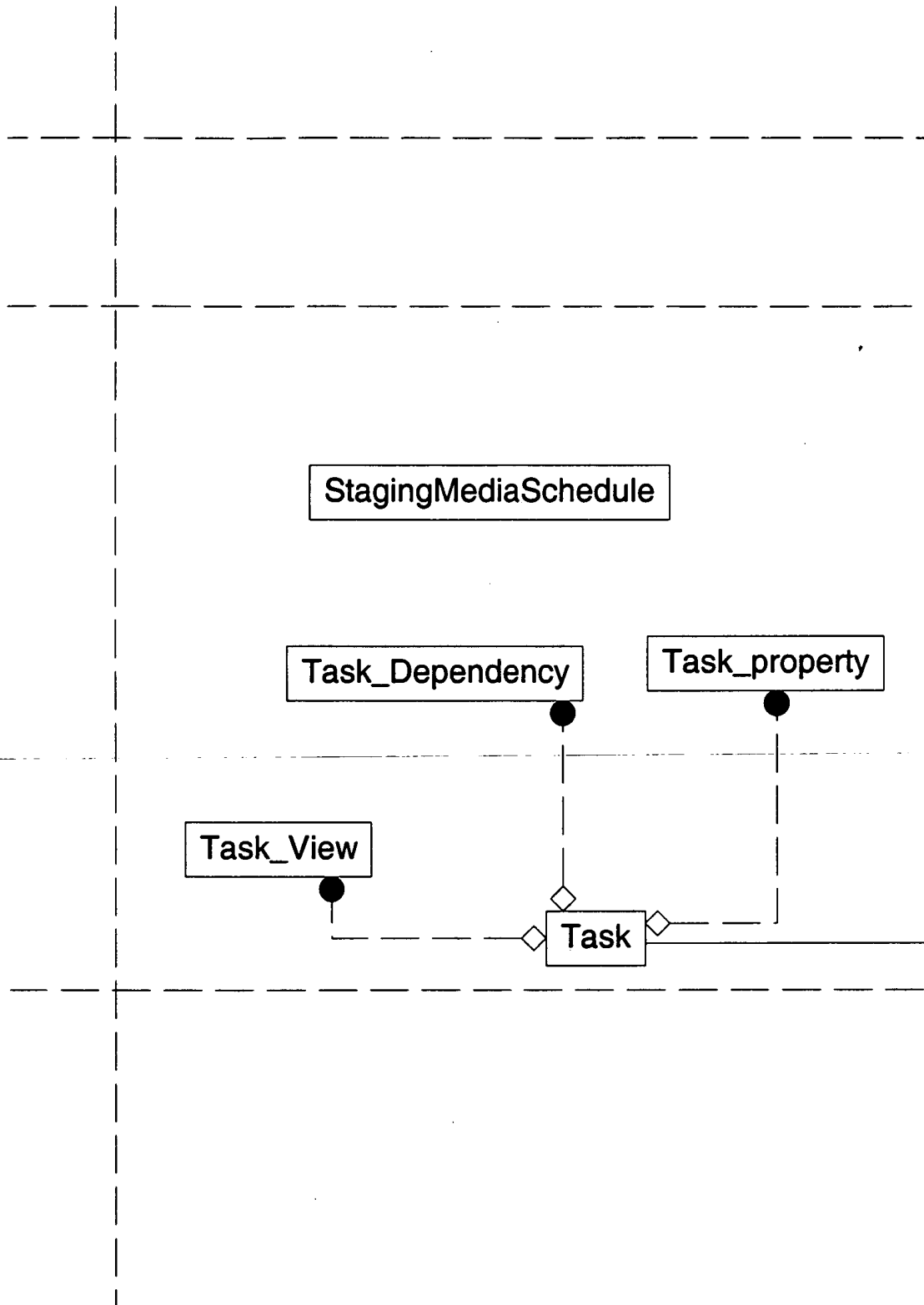


FIG.10C(ii)

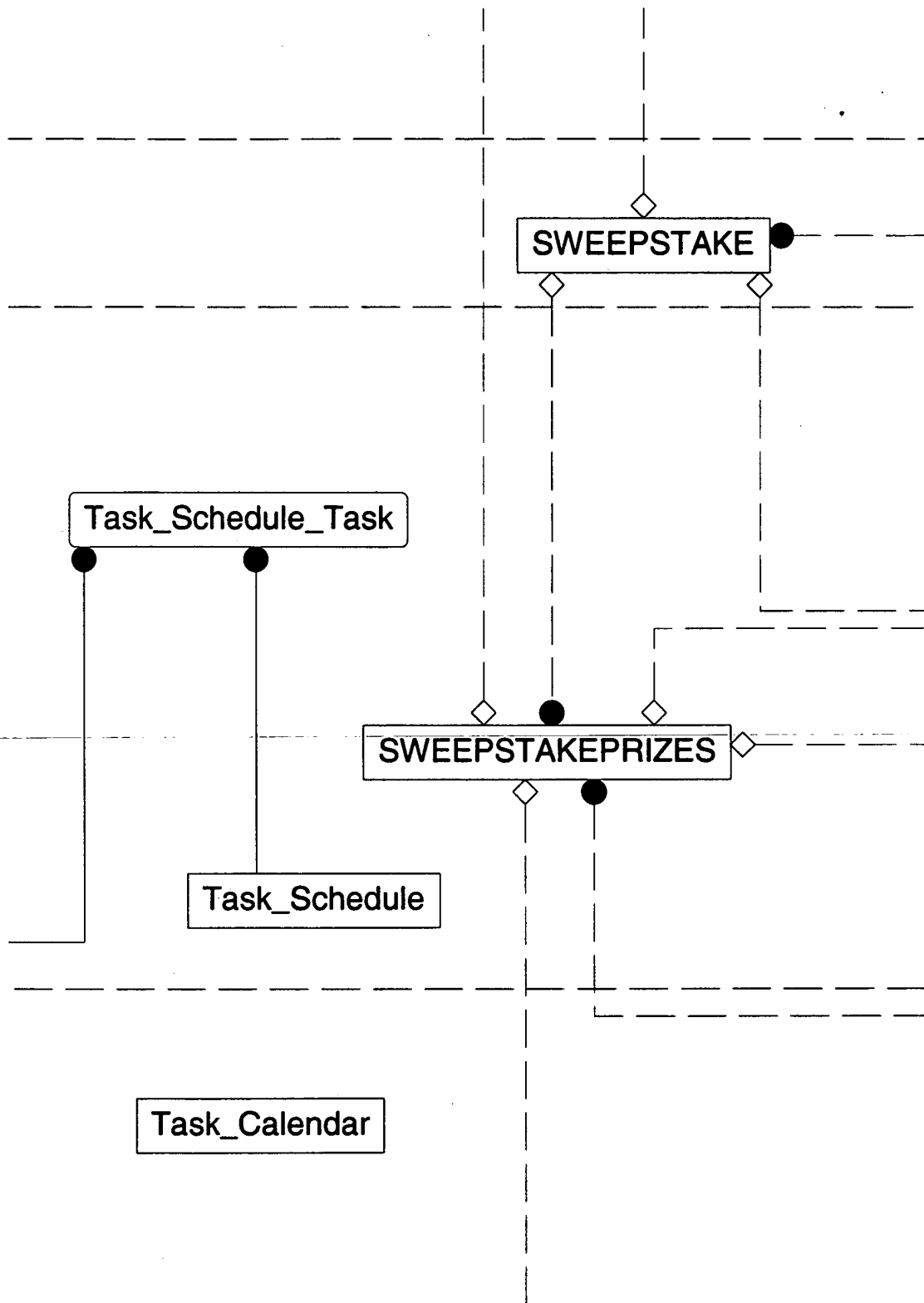


FIG.10C(iii)

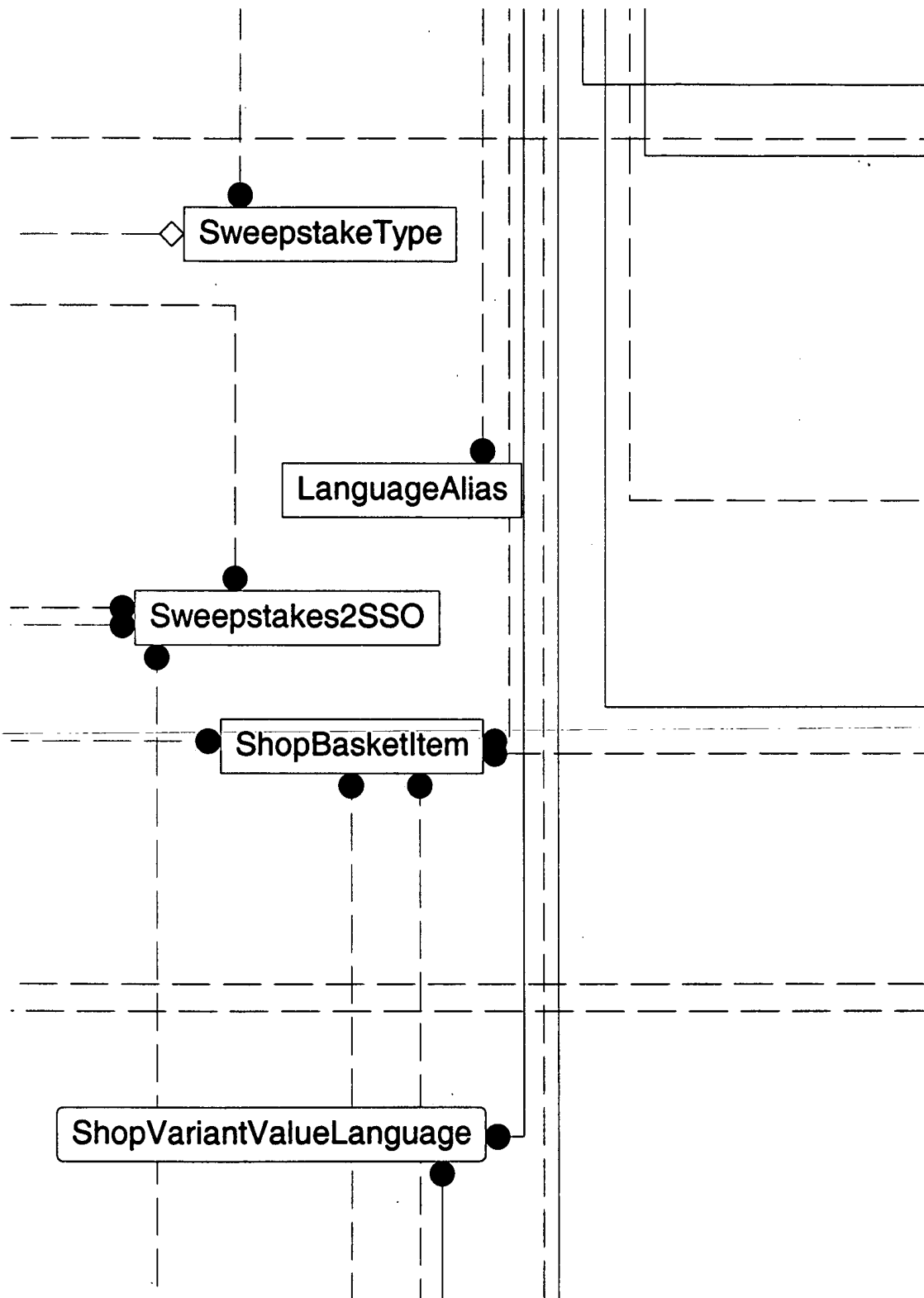


FIG.10C(iv)

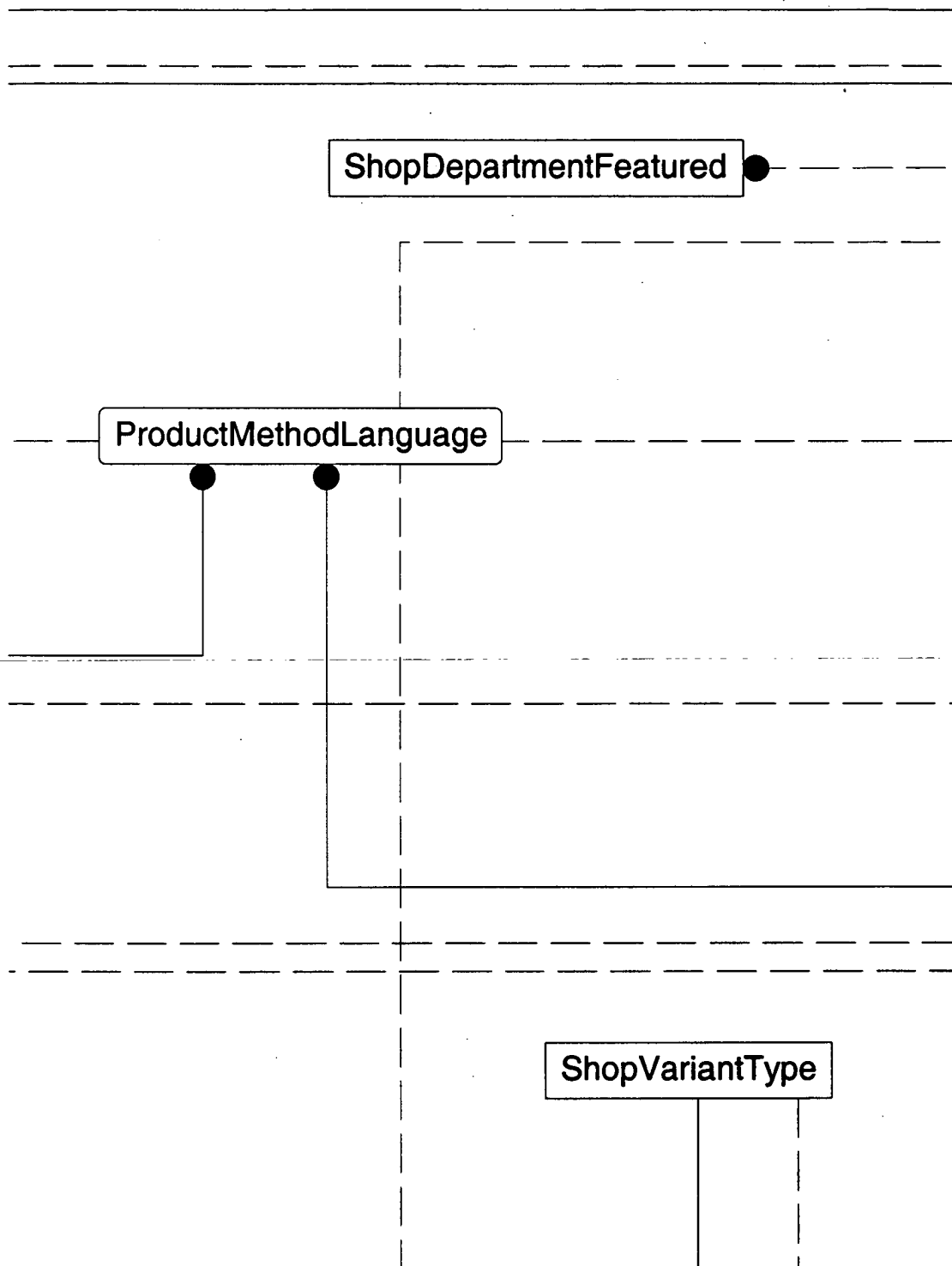


FIG.10C(v)

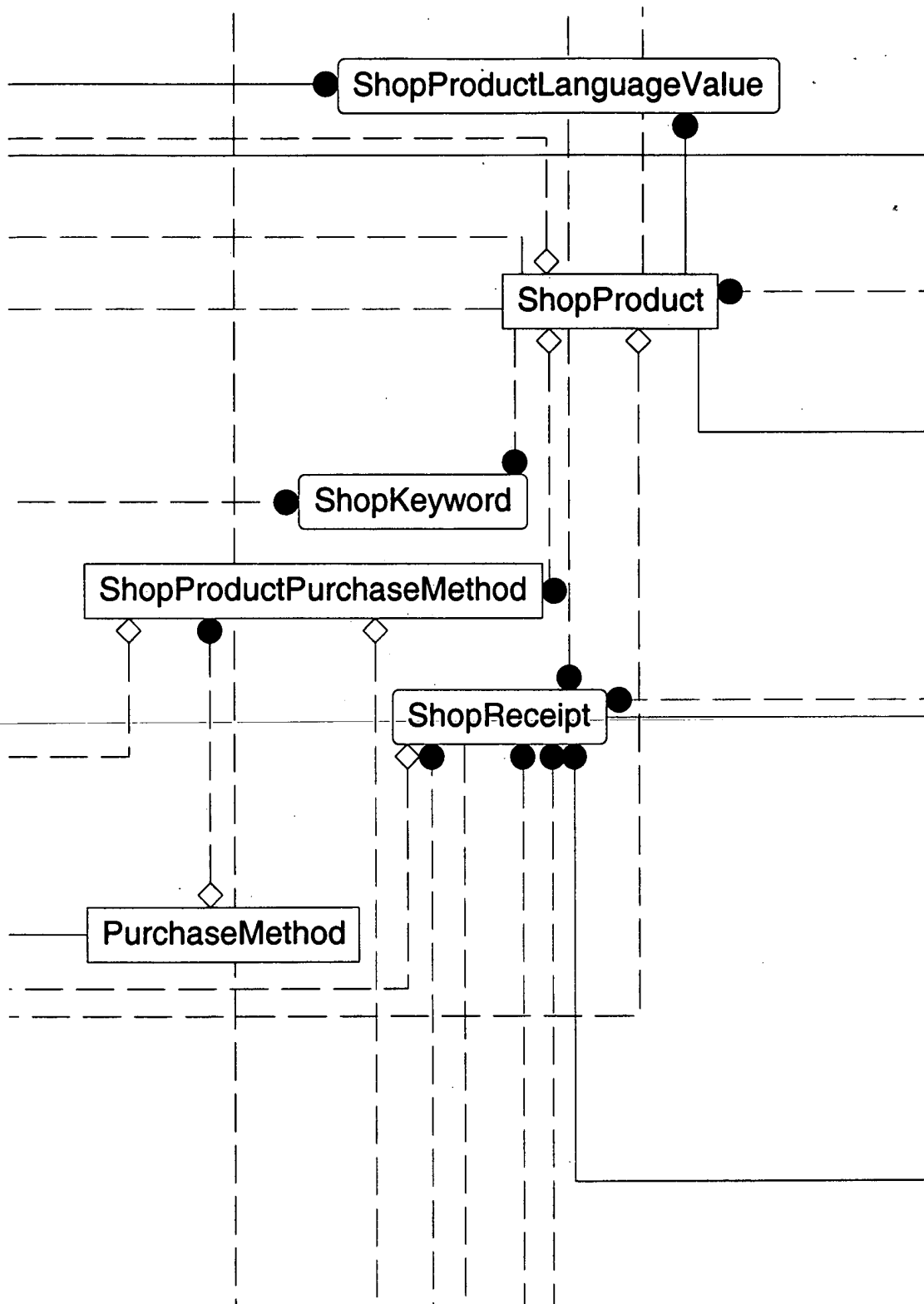


FIG.10C(vi)

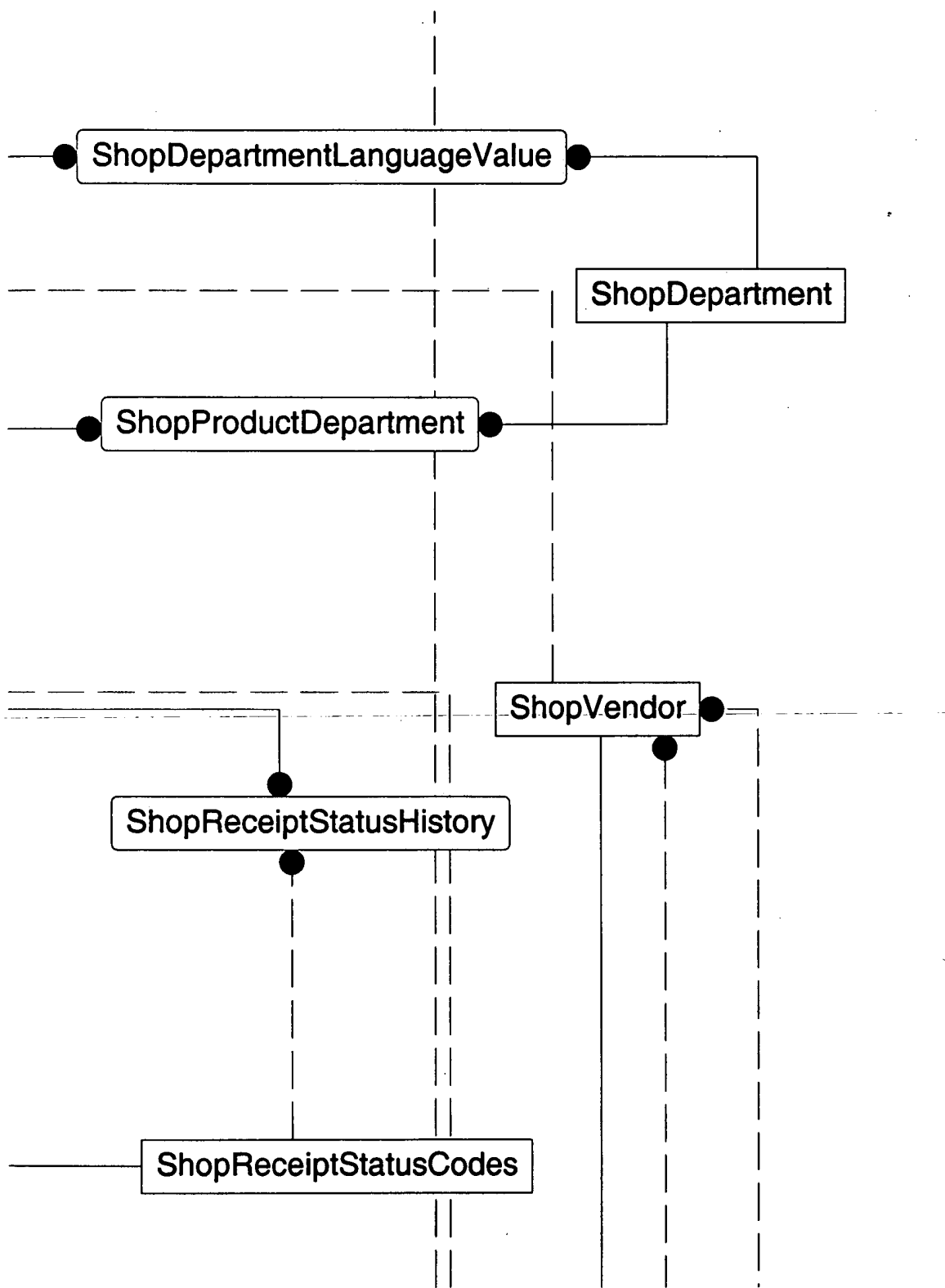


FIG.10C(vii)

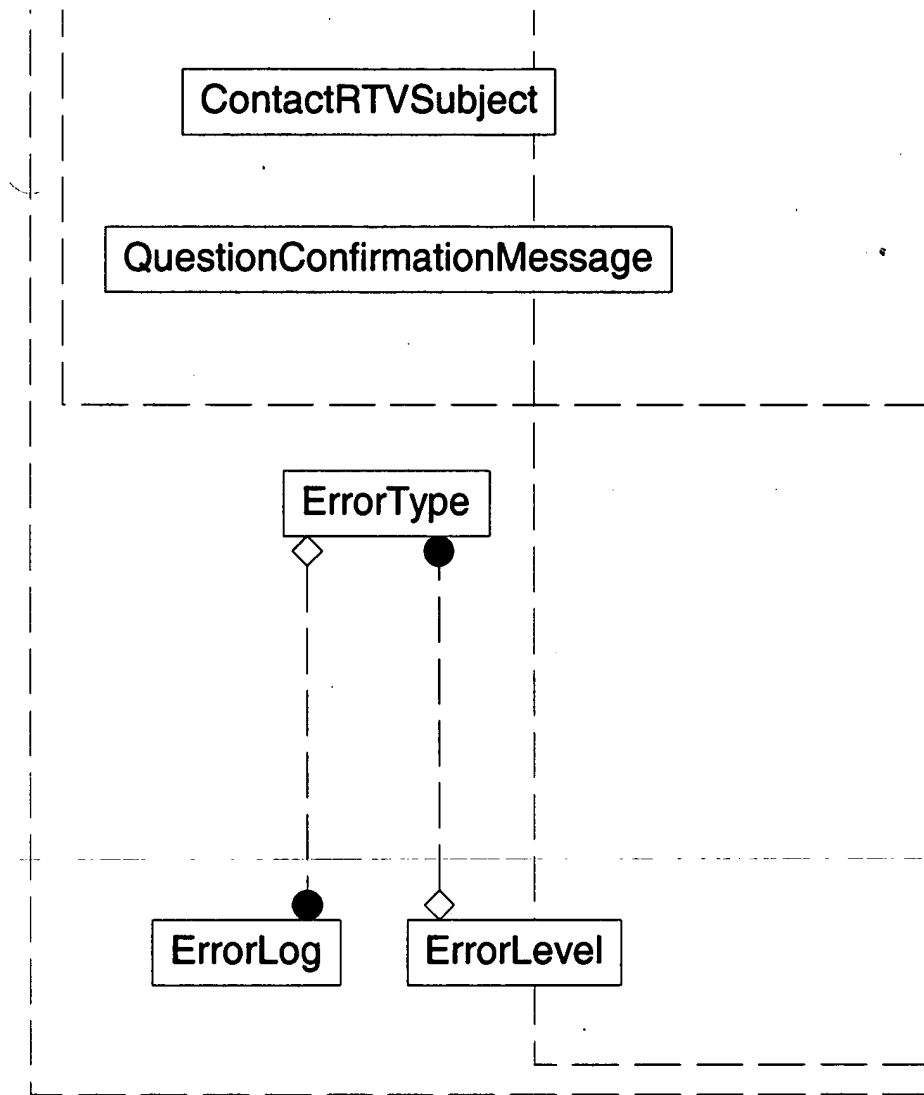


FIG.10D(i)

FREE_SPACE_STATS

TimeSlot

FIG.10D(ii)

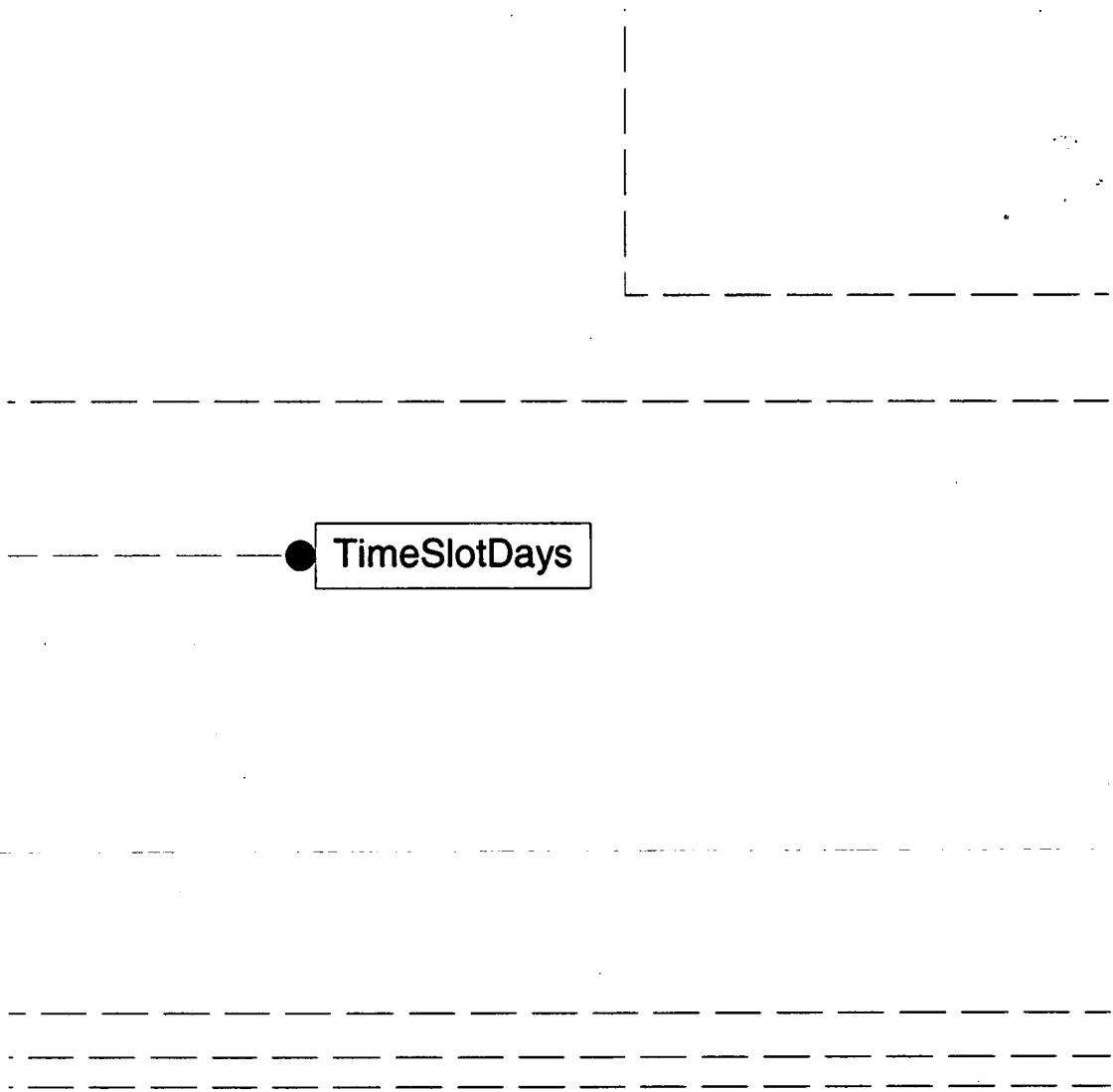


FIG.10D(iii)

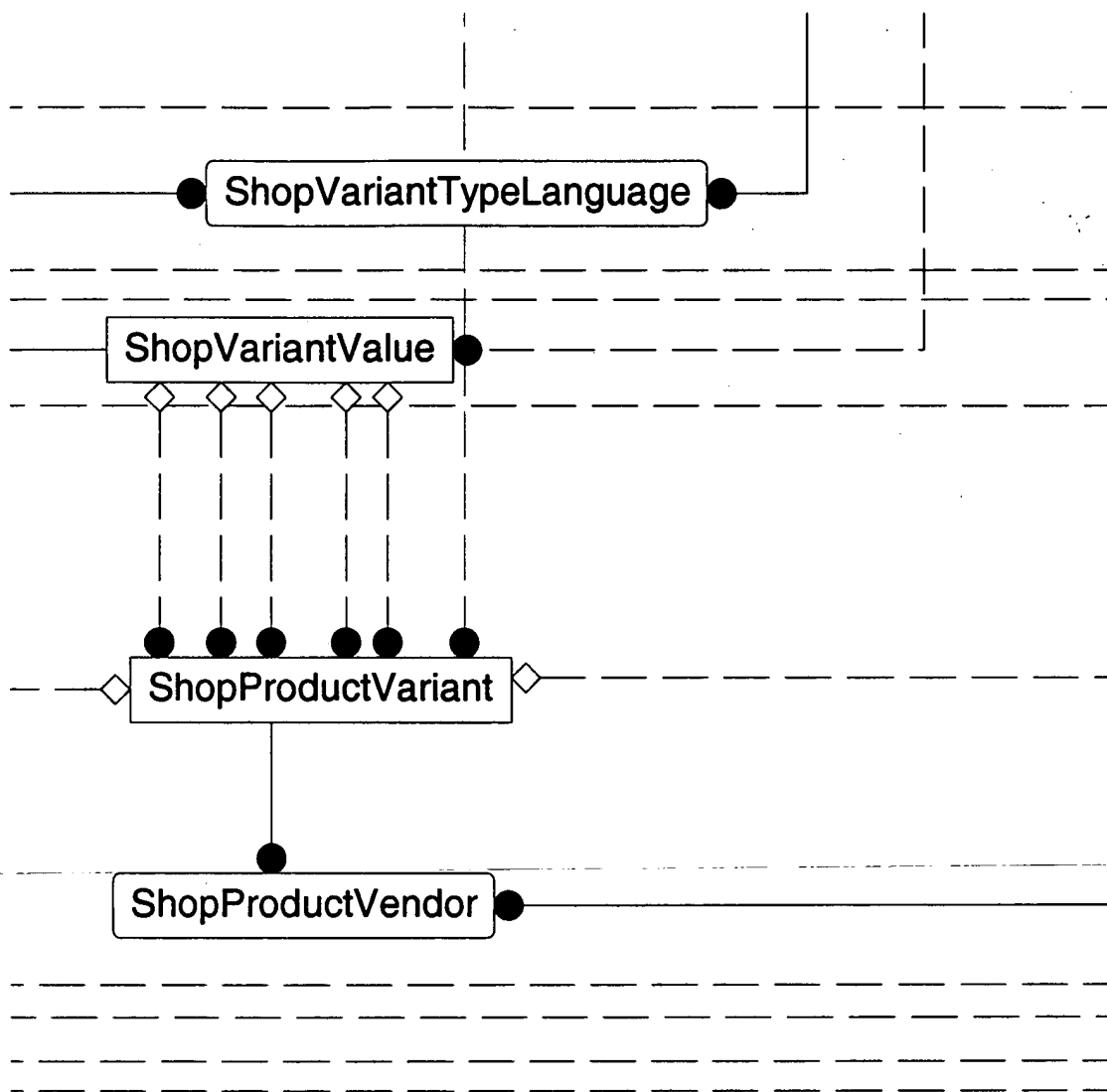


FIG.10D(v)

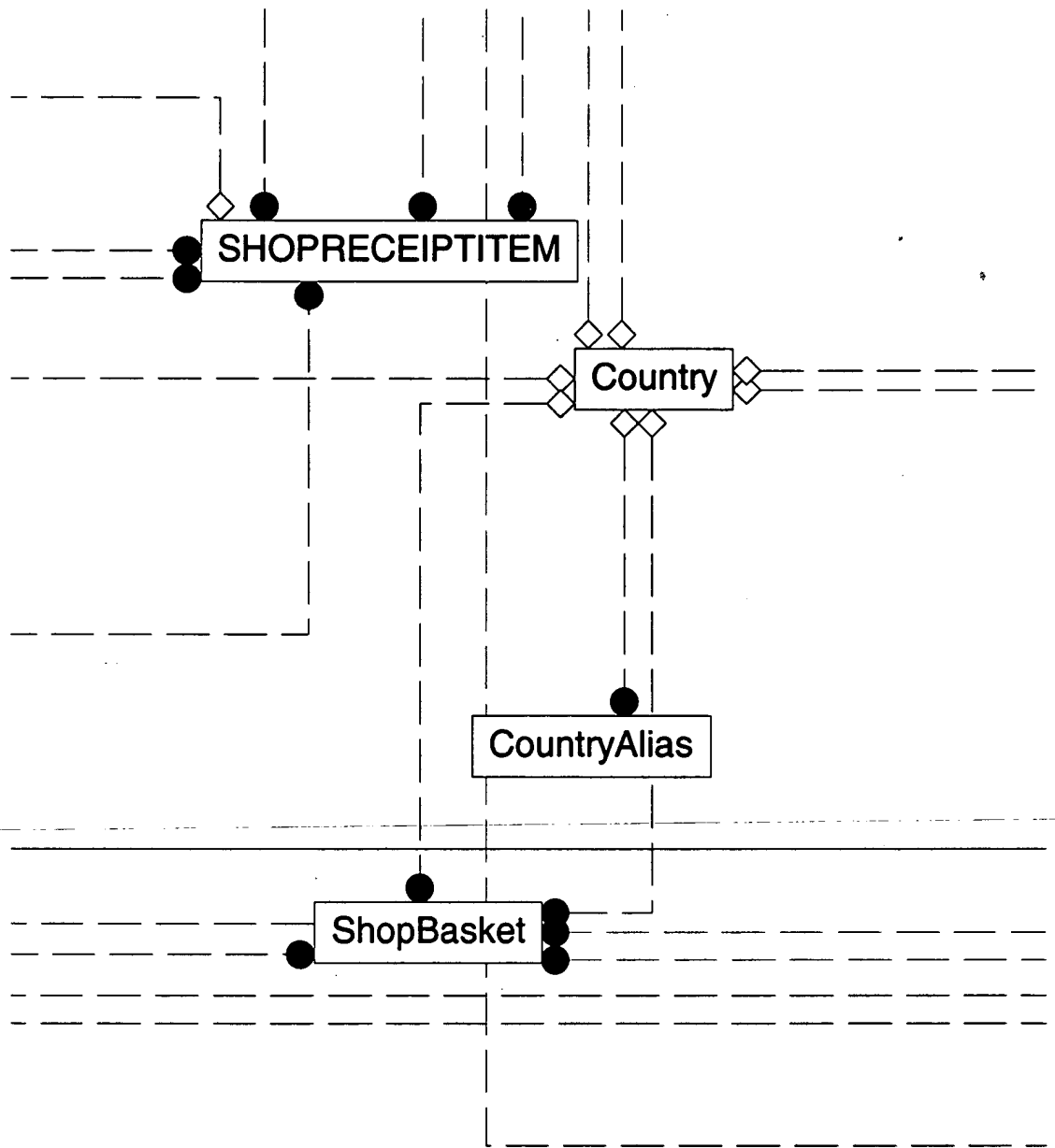


FIG.10D(vi)

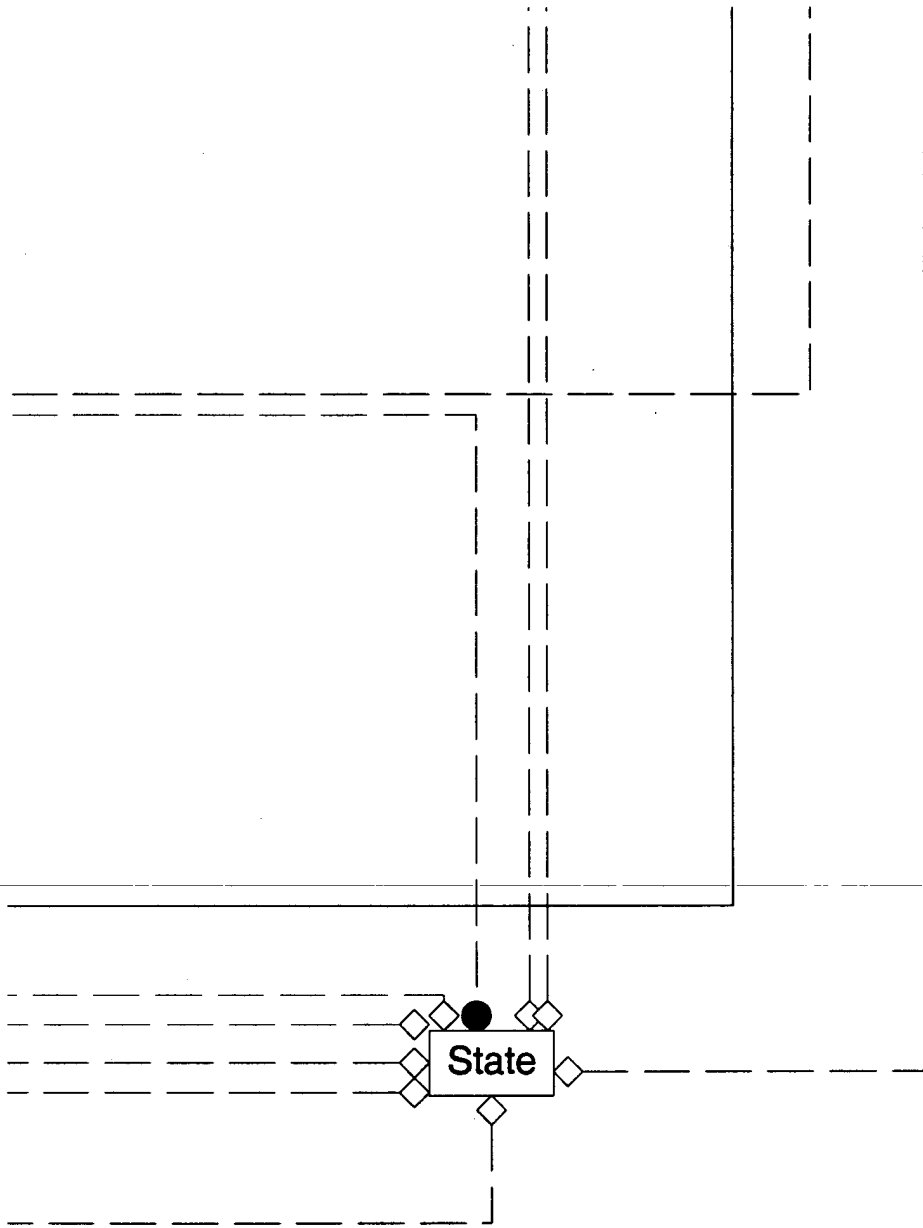


FIG.10D(vii)

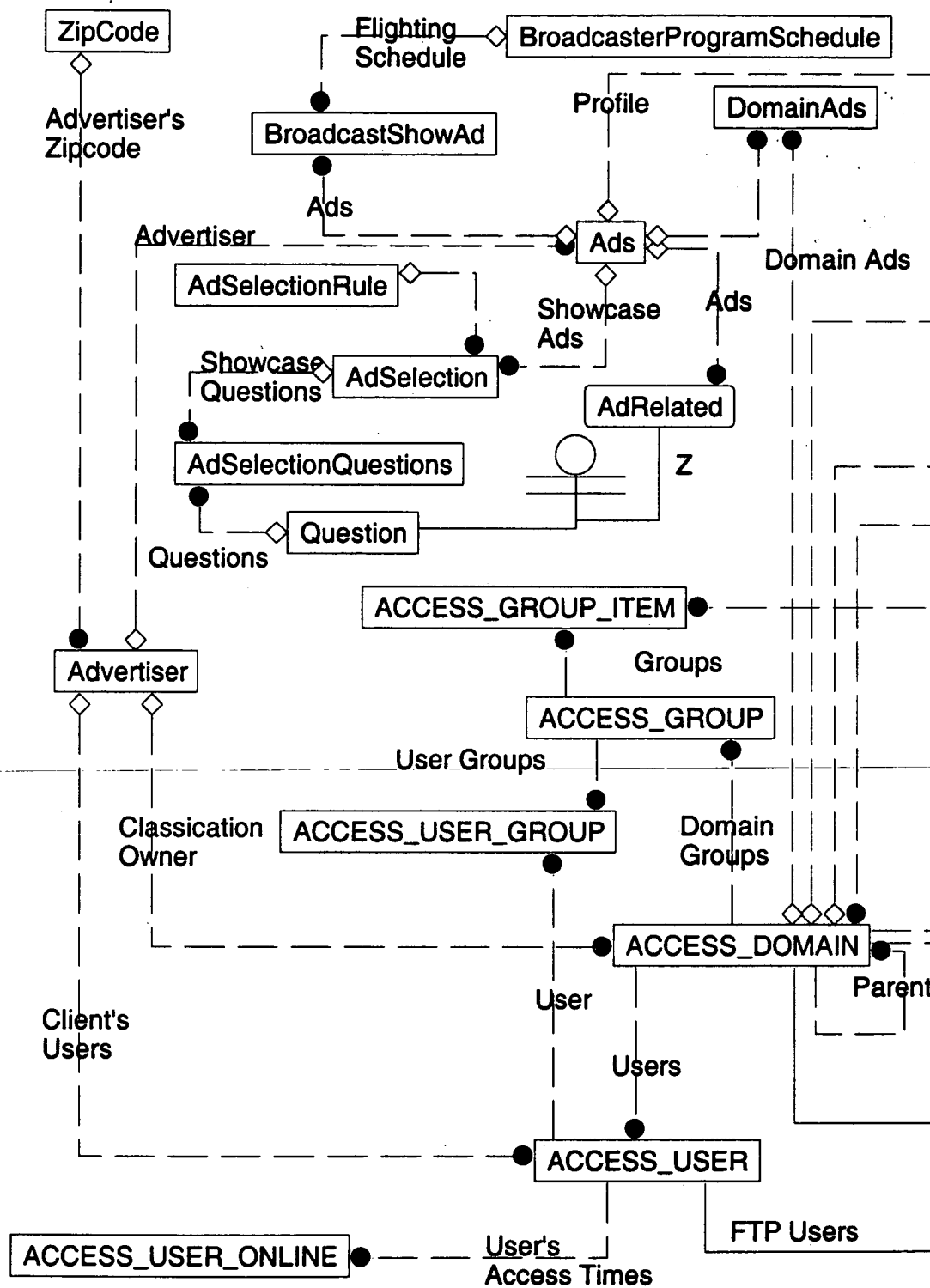


FIG.11A

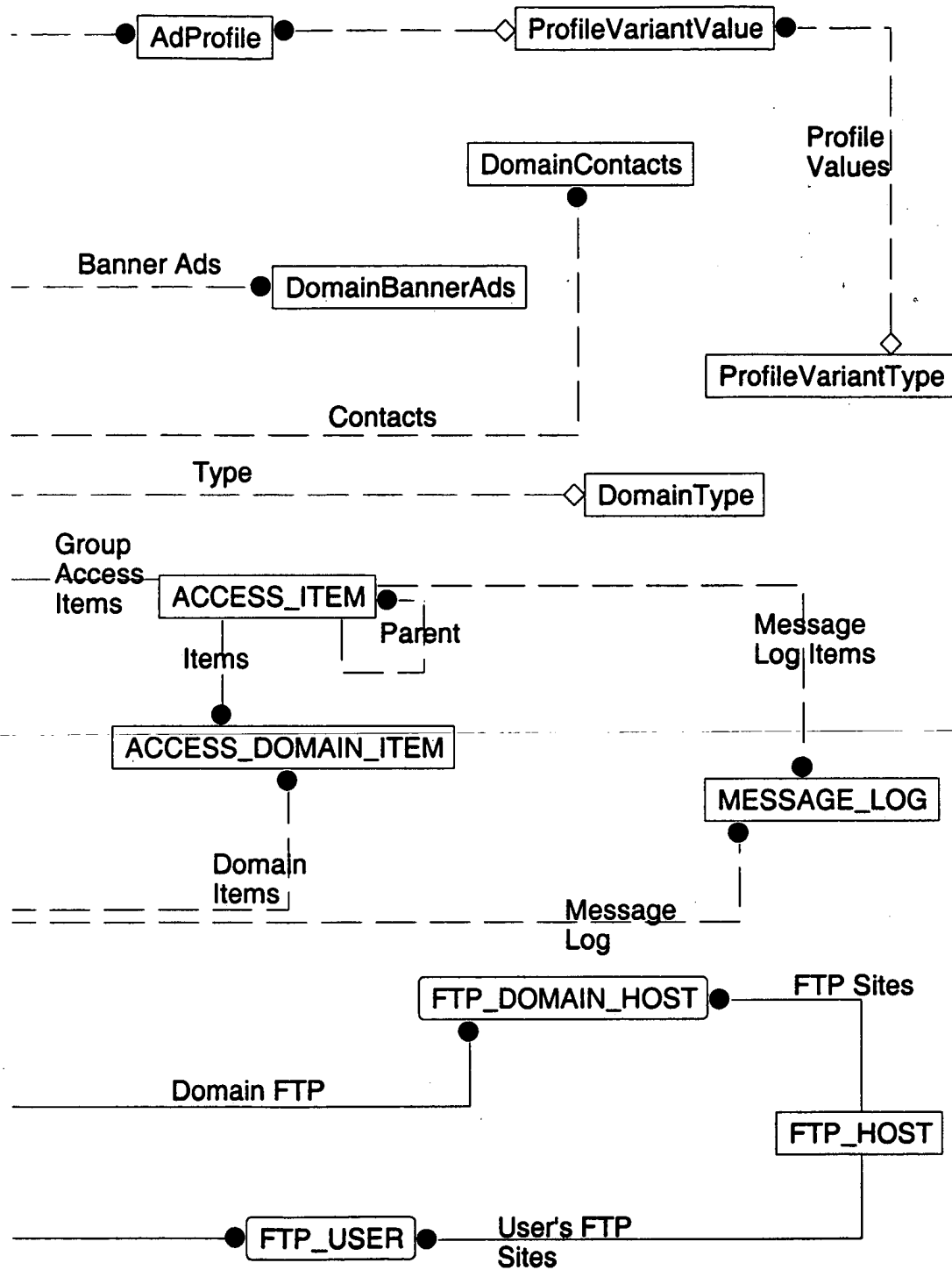


FIG.11B

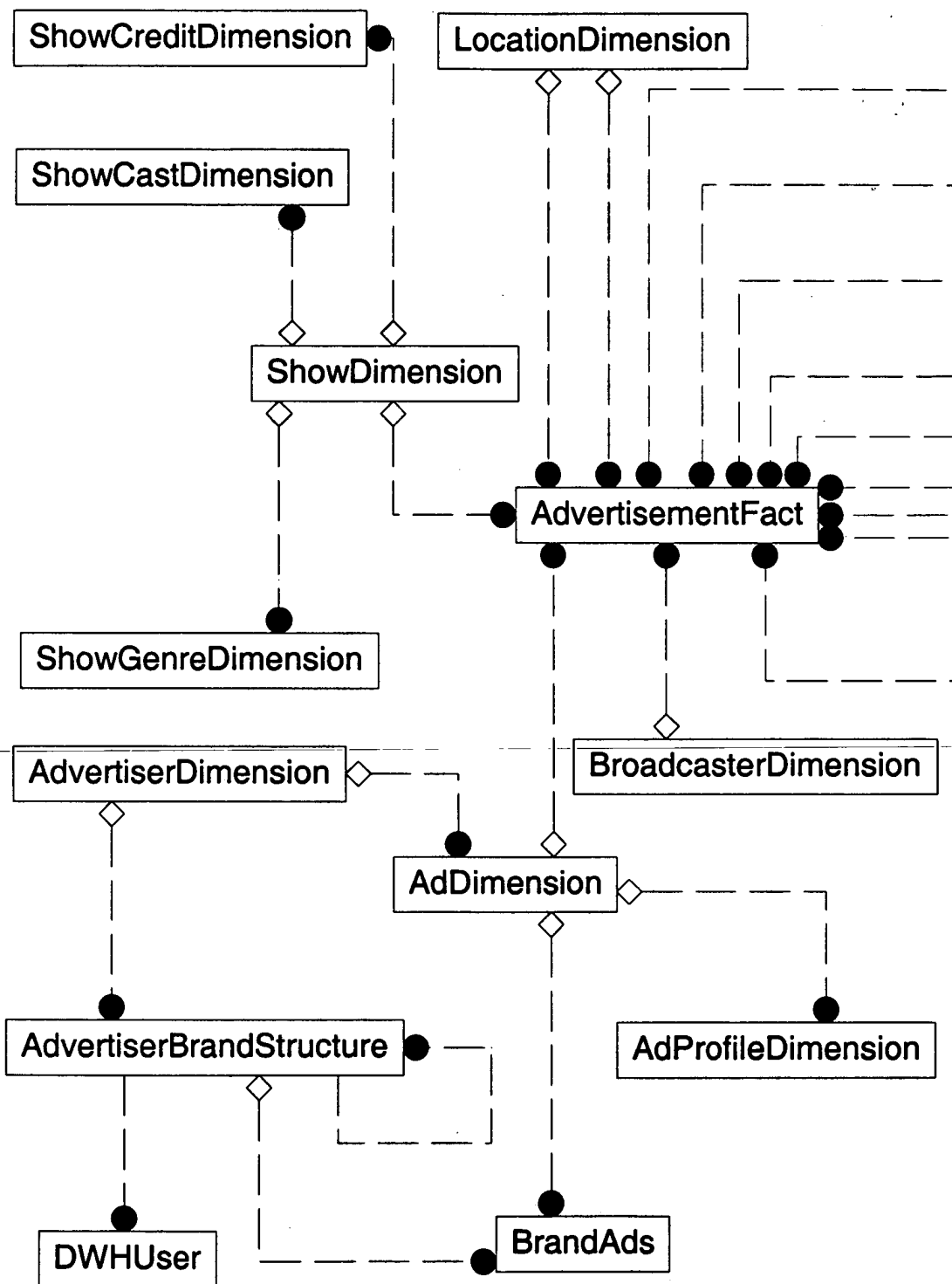


FIG.12A

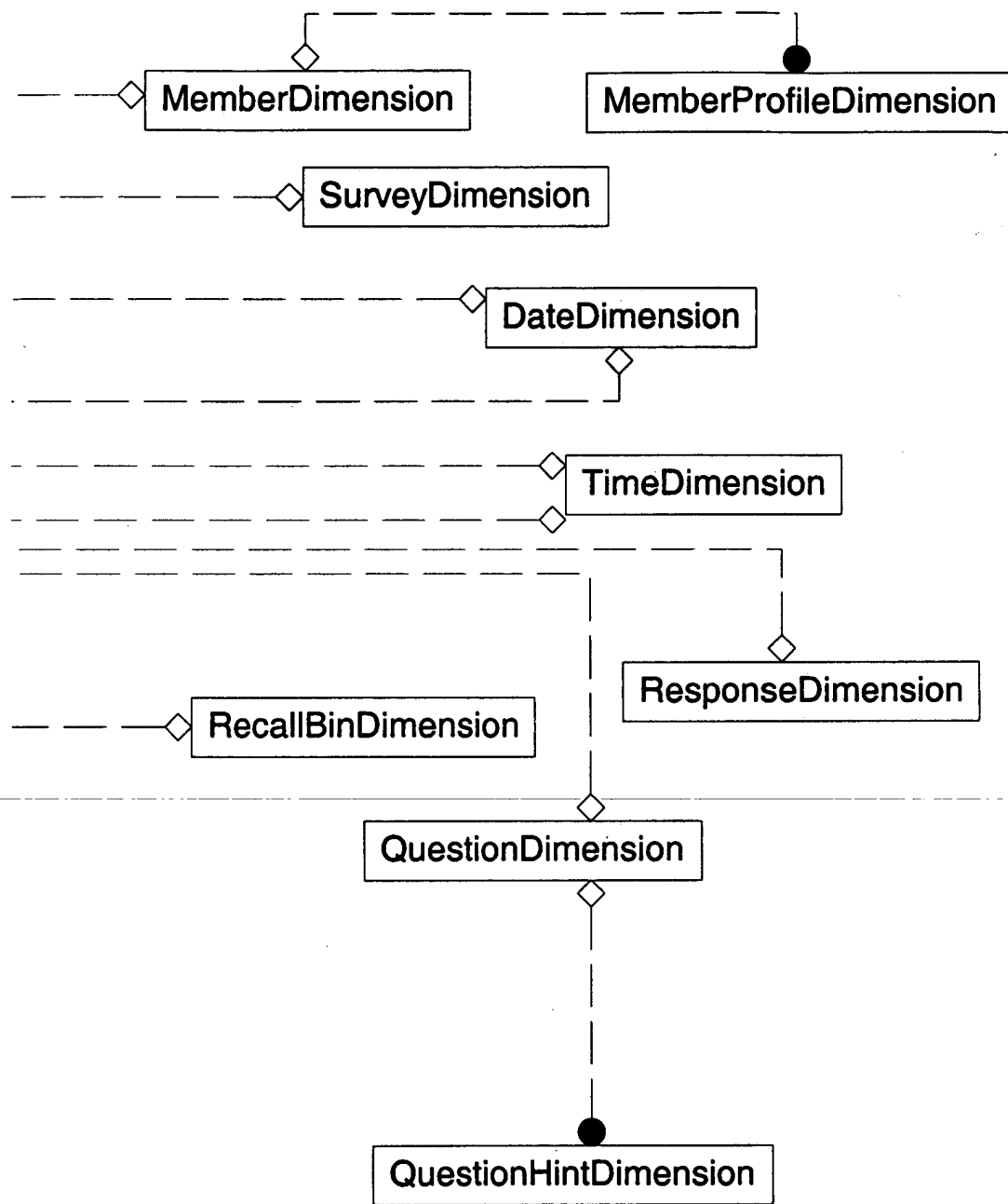


FIG.12B

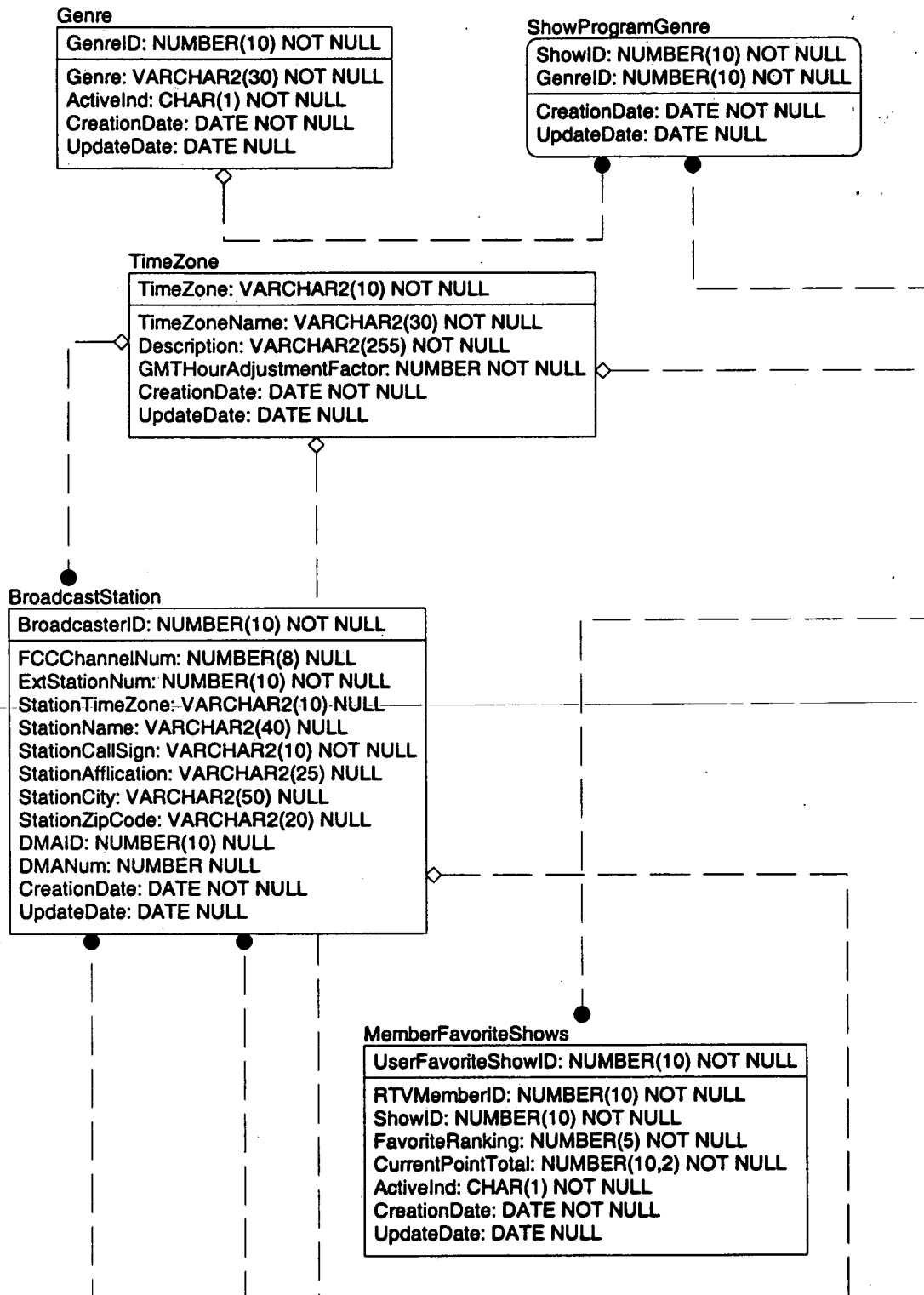


FIG.13A

ShowProgramCast

CastID: NUMBER(10) NOT NULL

ShowID: NUMBER(10) NOT NULL

CharacterName: VARCHAR2(50) NULL

CastFirstName: VARCHAR2(32) NOT NULL

CastLastName: VARCHAR2(32) NOT NULL

CastRole: VARCHAR2(30) NOT NULL

CreationDate: DATE NOT NULL

UpdateDate: DATE NULL

ShowProgram

ShowID: NUMBER(10) NOT NULL

ExtProgramID: VARCHAR2(255) NULL

ProgramTitle: VARCHAR2(255) NOT NULL

ProgramAltTitle: VARCHAR2(255) NULL

AdultContentInd: CHAR(1) NOT NULL

ExplicitLanguageInd: CHAR(1) NOT NULL

NudityInd: CHAR(1) NOT NULL

ViolenceInd: CHAR(1) NOT NULL

SexualContentInd: CHAR(1) NOT NULL

RapeInd: CHAR(1) NOT NULL

ProgramDescription: VARCHAR2(255) NULL

ReleaseYear: NUMBER(4,0) NULL

MPAA: VARCHAR2(5) NULL

StarRating: VARCHAR2(5) NULL

RunTime: VARCHAR2(4) NULL

ColorCodedInd: CHAR(1) NOT NULL

ProgramLanguage: NUMBER(10,0) NULL

CountryOfOrigin: NUMBER(6,0) NULL

MadeForTVInd: CHAR(1) NOT NULL

SourceType: VARCHAR2(10) NULL

ShowType: VARCHAR2(30) NULL

HolidayTheme: VARCHAR2(255) NULL

SynEpisodeNum: VARCHAR2(20) NULL

AltSynEpisodeNum: VARCHAR2(20) NULL

EpisodeTitle: VARCHAR2(255) NULL

NetworkSyndicatedType: VARCHAR2(30) NULL

AltShowDescription: VARCHAR2(255) NULL

OrgStudio: CHAR(30) NULL

GameDateTime: DATE NULL

EventTimeZone: VARCHAR2(10) NULL

OriginalAirDate: DATE NULL

AltExternalProgramID: VARCHAR2(8) NULL

AllowAsFeatureShowInd: CHAR(1) NOT NULL

AllowAsFavoriteShowInd: CHAR(1) NOT NULL

SeriesInd: CHAR(1) NOT NULL

ParentShowID: NUMBER(10) NULL

RequireEpisodeGenerationInd: CHAR(1) NOT NULL

AlteredByLAGRIInd: CHAR(1) NOT NULL

CreationDate: DATE NOT NULL

UpdateDate: DATE NULL

FIG.13B

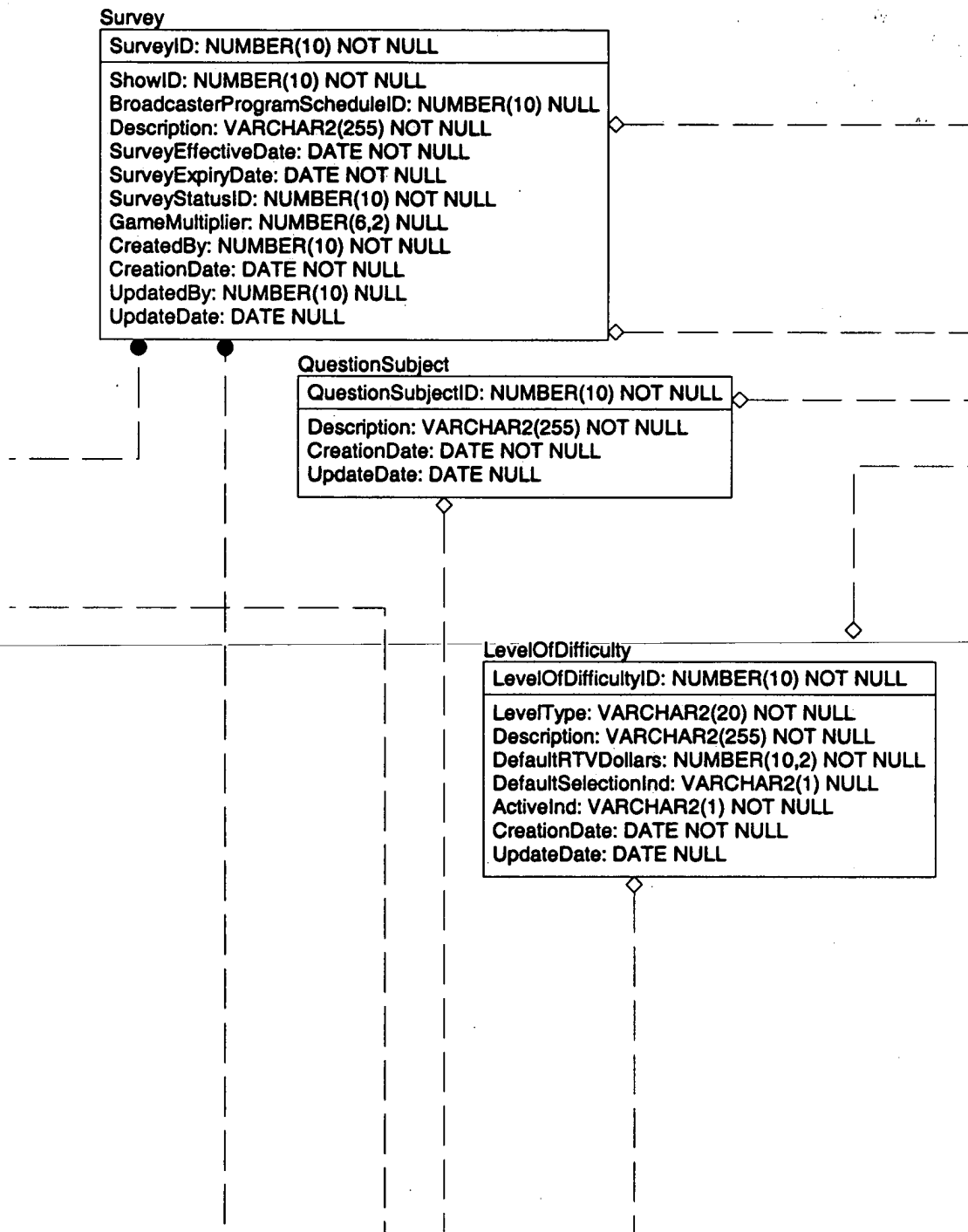


FIG.13C

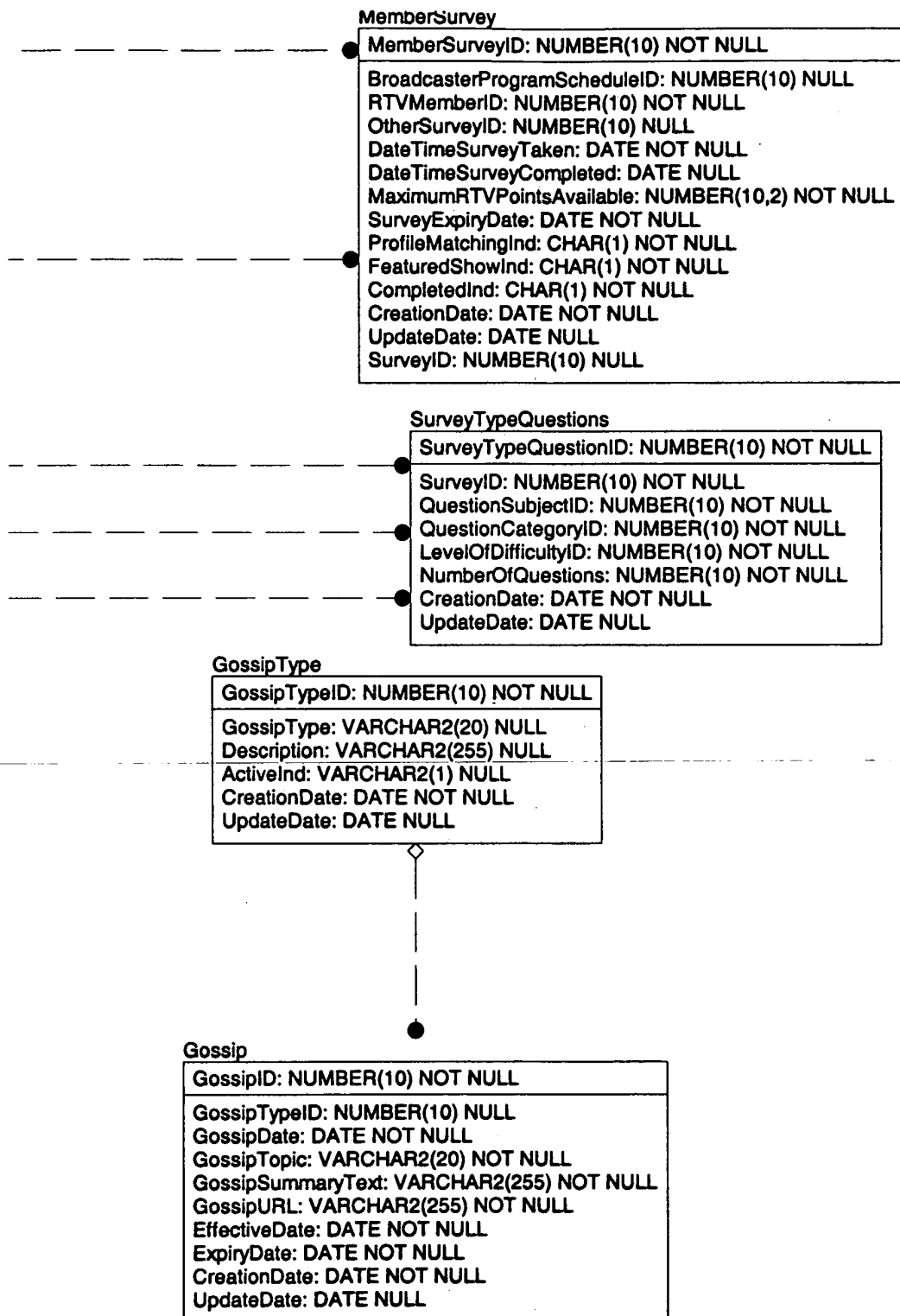


FIG.13D

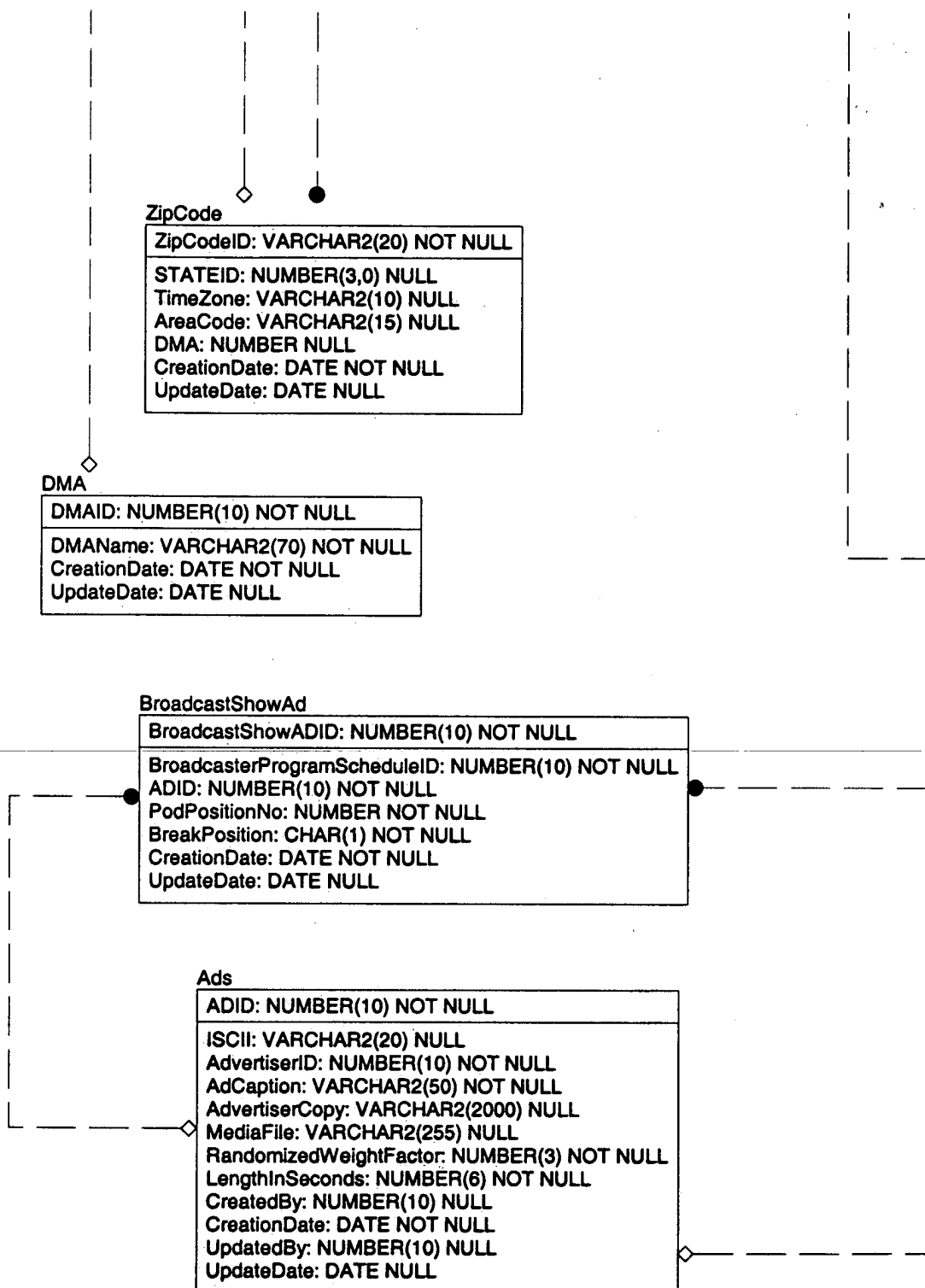


FIG.13E

ShowProgram

ShowID: NUMBER(10) NOT NULL

ExtProgramID: VARCHAR2(255) NULL

ProgramTitle: VARCHAR2(255) NOT NULL

ProgramAltTitle: VARCHAR2(255) NULL

AdultContentInd: CHAR(1) NOT NULL

ExplicitLanguageInd: CHAR(1) NOT NULL

NudityInd: CHAR(1) NOT NULL

ViolenceInd: CHAR(1) NOT NULL

SexualContentInd: CHAR(1) NOT NULL

RapeInd: CHAR(1) NOT NULL

ProgramDescription: VARCHAR2(255) NULL

ReleaseYear: NUMBER(4,0) NULL

MPAA: VARCHAR2(5) NULL

StarRating: VARCHAR2(5) NULL

RunTime: VARCHAR2(4) NULL

ColorCodedInd: CHAR(1) NOT NULL

ProgramLanguage: NUMBER(10,0) NULL

CountryOfOrigin: NUMBER(6,0) NULL

MadeForTVInd: CHAR(1) NOT NULL

SourceType: VARCHAR2(10) NULL

ShowType: VARCHAR2(30) NULL

HolidayTheme: VARCHAR2(255) NULL

SynEpisodeNum: VARCHAR2(20) NULL

AltSynEpisodeNum: VARCHAR2(20) NULL

EpisodeTitle: VARCHAR2(255) NULL

NetworkSyndicatedType: VARCHAR2(30) NULL

AltShowDescription: VARCHAR2(255) NULL

OrgStudio: CHAR(30) NULL

GameDateTime: DATE NULL

EventTimeZone: VARCHAR2(10) NULL

OriginalAirDate: DATE NULL

AltExternalProgramID: VARCHAR2(8) NULL

AllowAsFeatureShowInd: CHAR(1) NOT NULL

AllowAsFavoriteShowInd: CHAR(1) NOT NULL

SeriesInd: CHAR(1) NOT NULL

ParentShowID: NUMBER(10) NULL

RequireEpisodeGenerationInd: CHAR(1) NOT NULL

AlteredByIAGRInd: CHAR(1) NOT NULL

CreationDate: DATE NOT NULL

UpdateDate: DATE NULL

FIG.14A

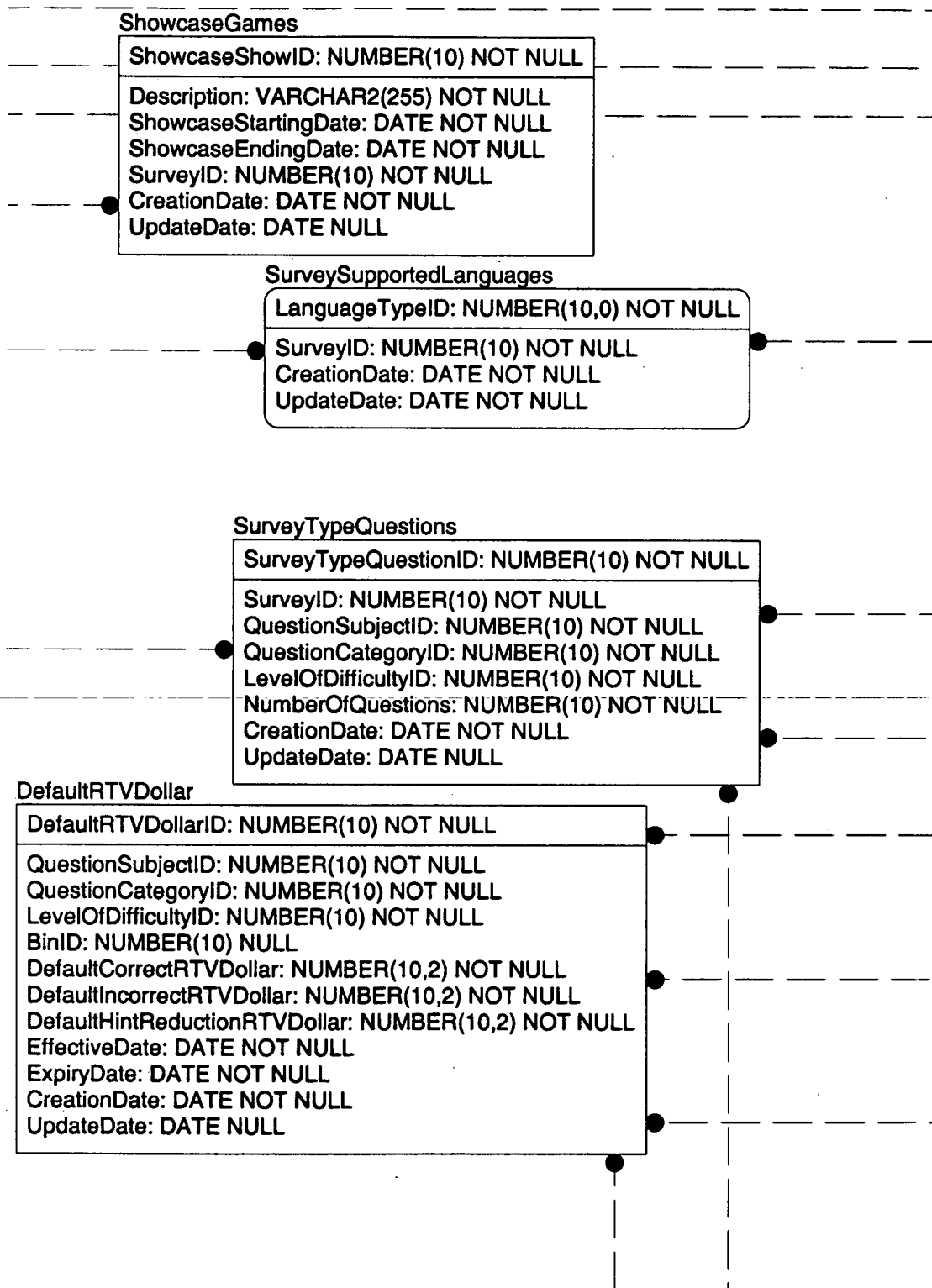


FIG.14B

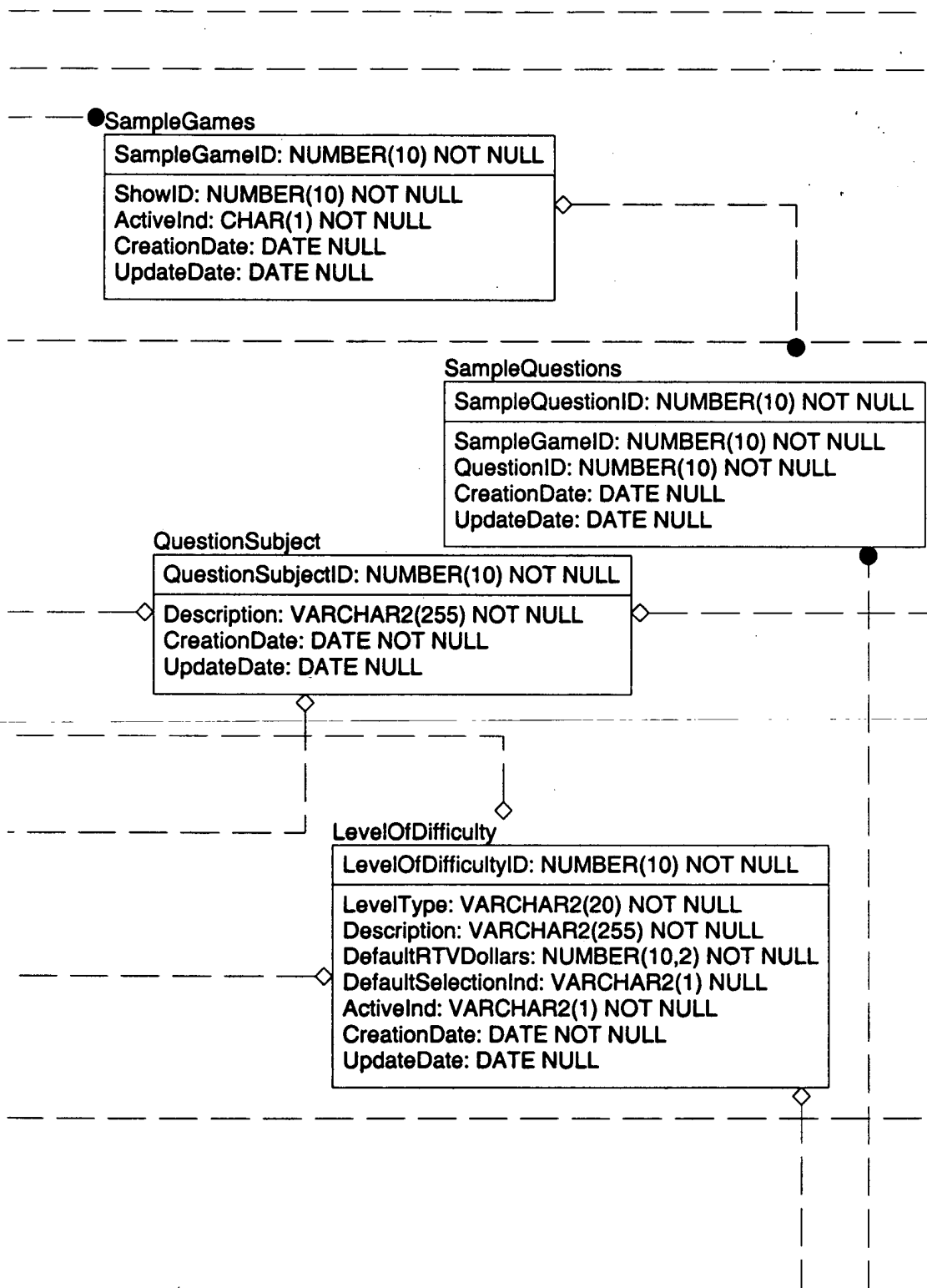


FIG.14C

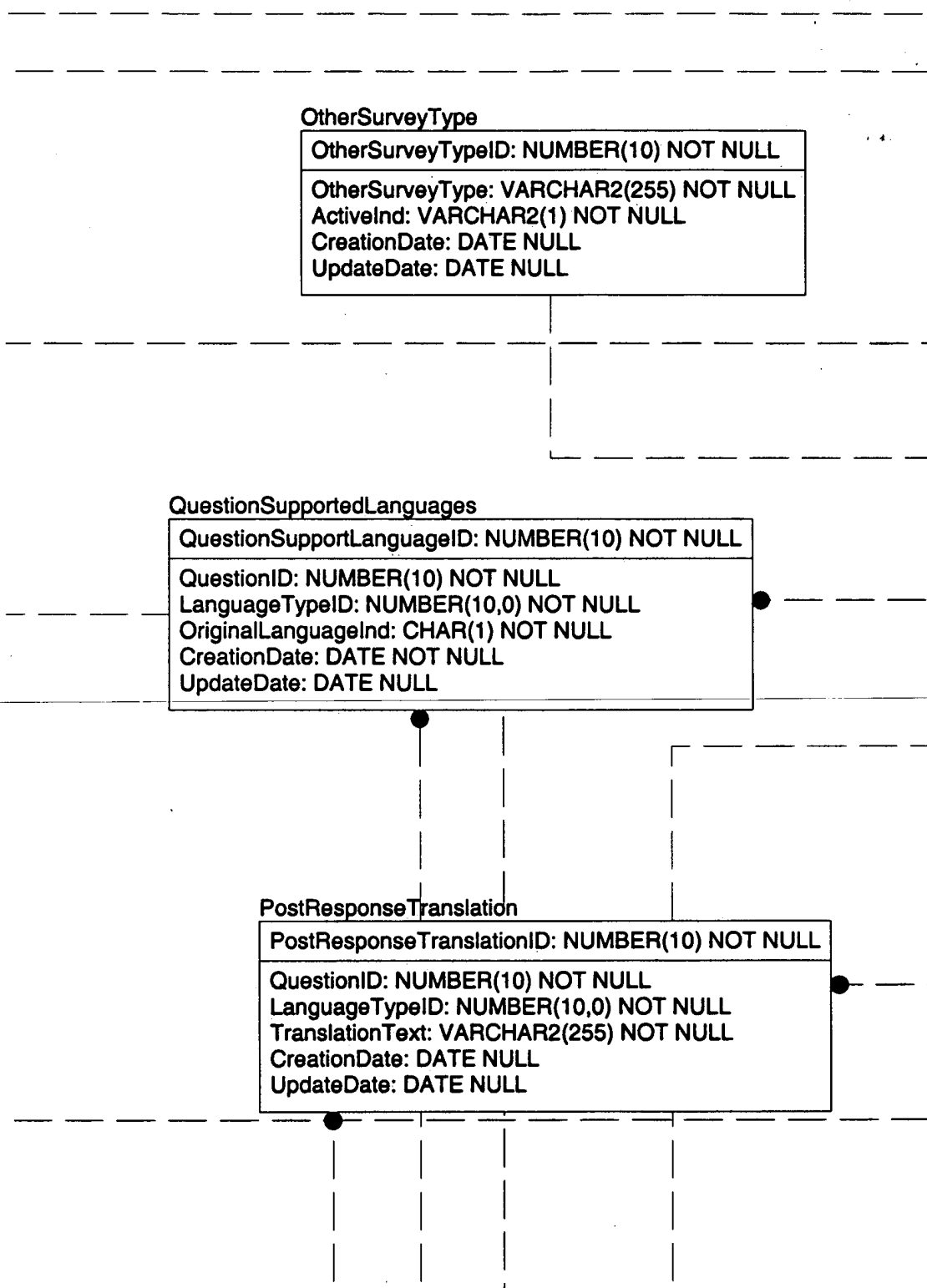


FIG.14D

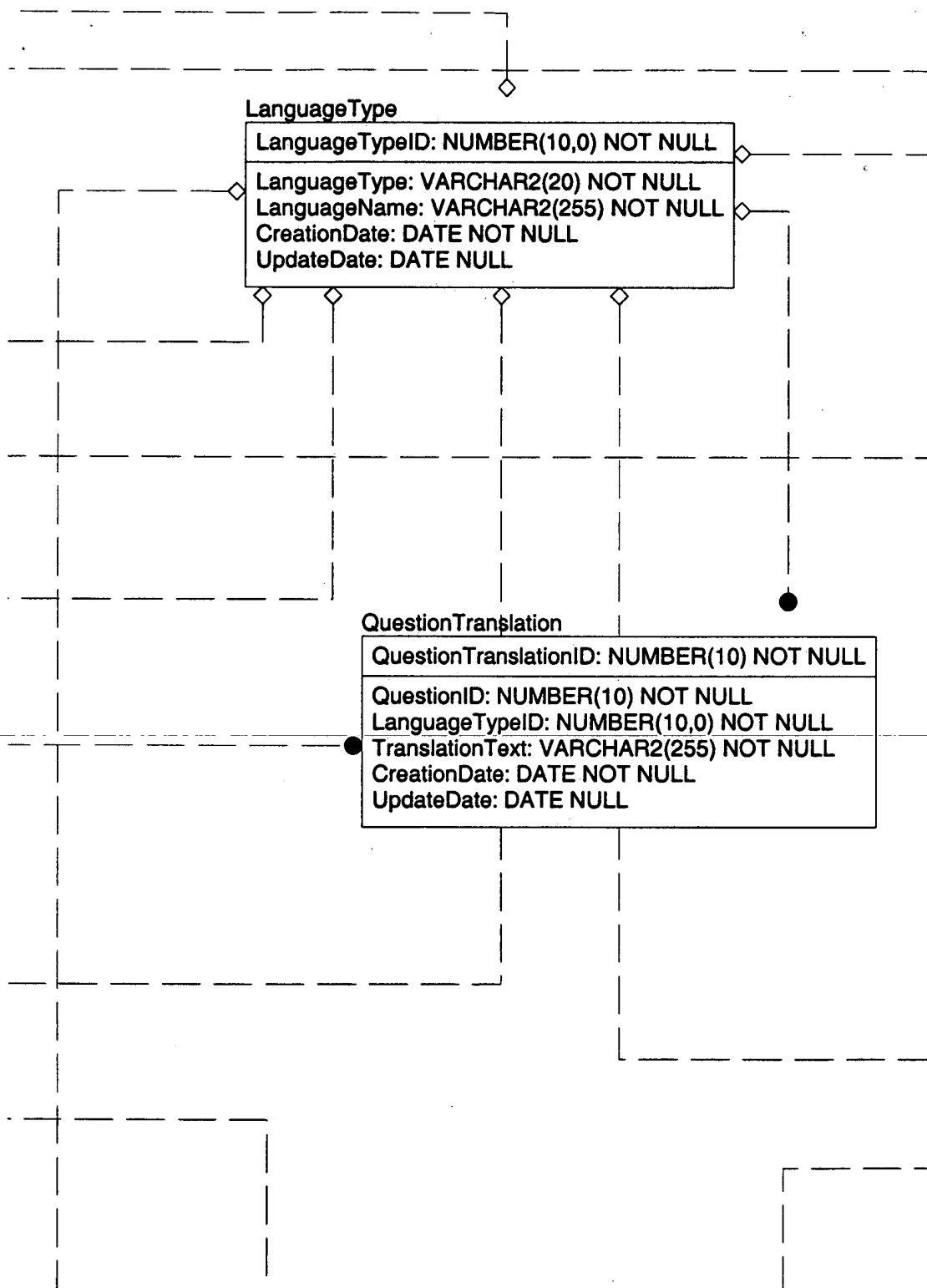


FIG.14E

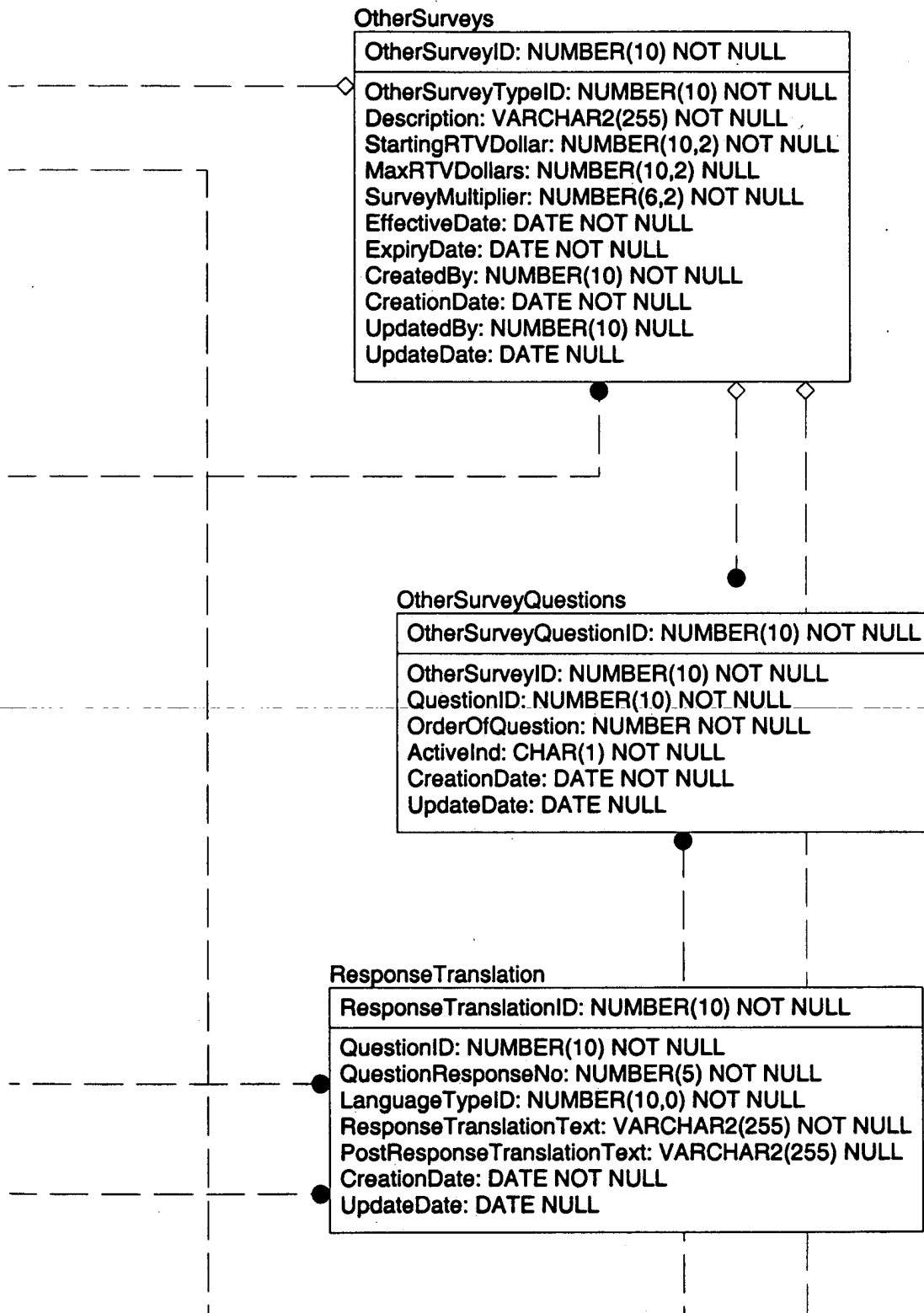


FIG.14F

Survey

SurveyID: NUMBER(10) NOT NULL
ShowID: NUMBER(10) NOT NULL
BroadcasterProgramScheduleID: NUMBER(10) NULL
Description: VARCHAR2(255) NOT NULL
SurveyEffectiveDate: DATE NOT NULL
SurveyExpiryDate: DATE NOT NULL
SurveyStatusID: NUMBER(10) NOT NULL
GameMultiplier: NUMBER(6,2) NULL
CreatedBy: NUMBER(10) NOT NULL
CreationDate: DATE NOT NULL
UpdatedBy: NUMBER(10) NULL
UpdateDate: DATE NULL

FIG.14G

SurveyStatus

SurveyStatusID: NUMBER(10) NOT NULL

StatusCode: VARCHAR2(20) NOT NULL

Description: VARCHAR2(255) NOT NULL

StatusLevel: NUMBER NOT NULL

ActiveInd: VARCHAR2(1) NOT NULL

CreationDate: DATE NOT NULL

UpdateDate: DATE NULL

MemberSurvey

MemberSurveyID: NUMBER(10) NOT NULL

BroadcasterProgramScheduleID: NUMBER(10) NULL

RTVMemberID: NUMBER(10) NOT NULL

OtherSurveyID: NUMBER(10) NULL

DateTimeSurveyTaken: DATE NOT NULL

DateTimeSurveyCompleted: DATE NULL

MaximumRTVPointsAvailable: NUMBER(10,2) NOT NULL

SurveyExpiryDate: DATE NOT NULL

ProfileMatchingInd: CHAR(1) NOT NULL

FeaturedShowInd: CHAR(1) NOT NULL

CompletedInd: CHAR(1) NOT NULL

CreationDate: DATE NOT NULL

UpdateDate: DATE NULL

SurveyID: NUMBER(10) NULL

FIG.14H

QuestionStatus

QuestionStatusID: NUMBER(10) NOT NULL
QuestionStatusCode: VARCHAR2(20) NOT NULL
Description: VARCHAR2(255) NOT NULL
StatusStage: NUMBER NOT NULL
ActiveInd: VARCHAR2(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

QuestionCategory

QuestionCategoryID: NUMBER(10) NOT NULL
QuestionType: VARCHAR2(20) NULL
Description: VARCHAR2(255) NULL
DefaultSelectionInd: VARCHAR2(1) NULL
ActiveInd: VARCHAR2(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

Ads

ADID: NUMBER(10) NOT NULL
ISCI: VARCHAR2(20) NULL
AdvertiserID: NUMBER(10) NOT NULL
AdCaption: VARCHAR2(50) NOT NULL
AdvertiserCopy: VARCHAR2(2000) NULL
MediaFile: VARCHAR2(255) NULL
RandomizedWeightFactor: NUMBER(3) NOT NULL
LengthInSeconds: NUMBER(6) NOT NULL
CreatedBy: NUMBER(10) NULL
CreationDate: DATE NOT NULL
UpdatedBy: NUMBER(10) NULL
UpdateDate: DATE NULL

FIG.14I

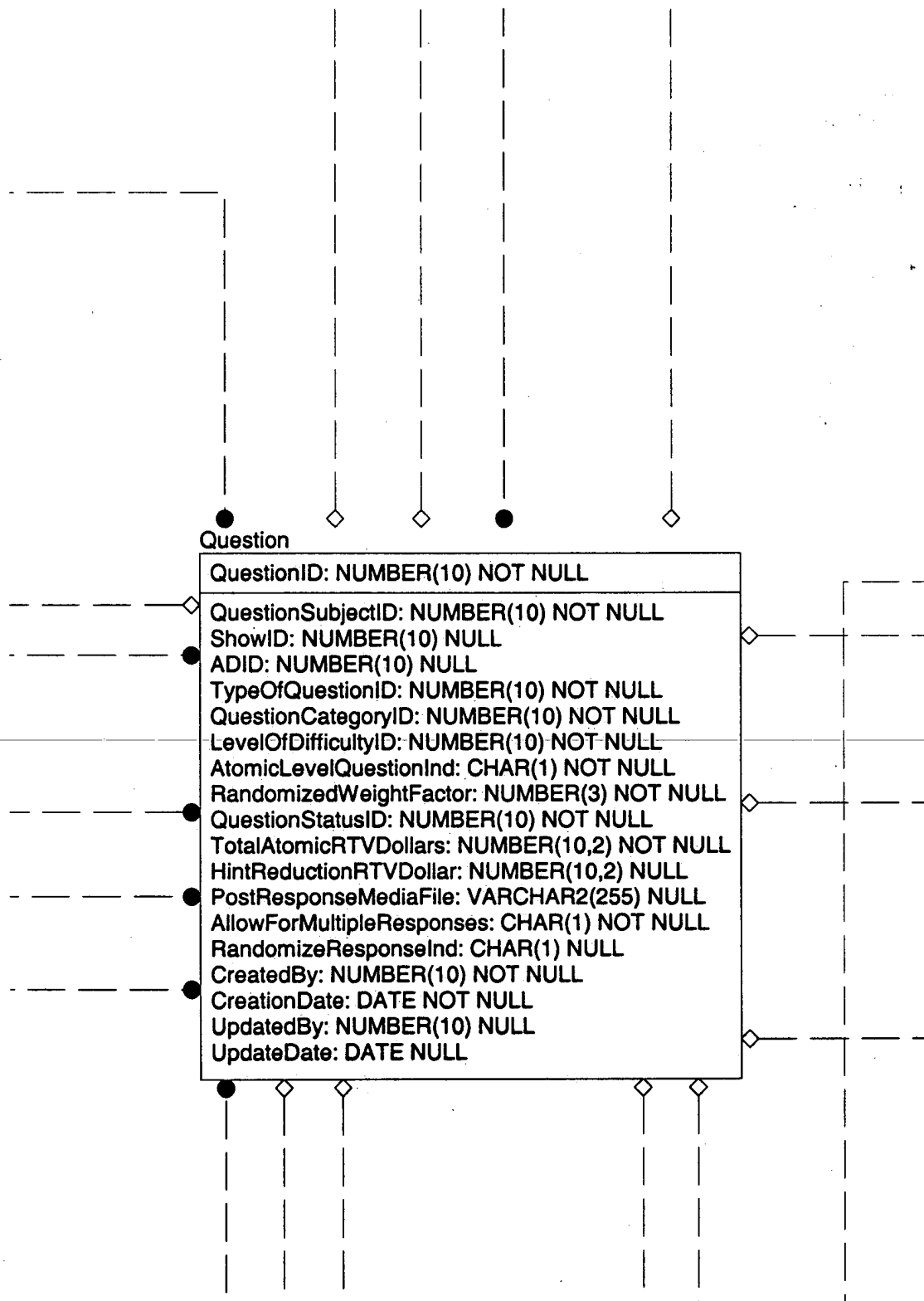


FIG.14J

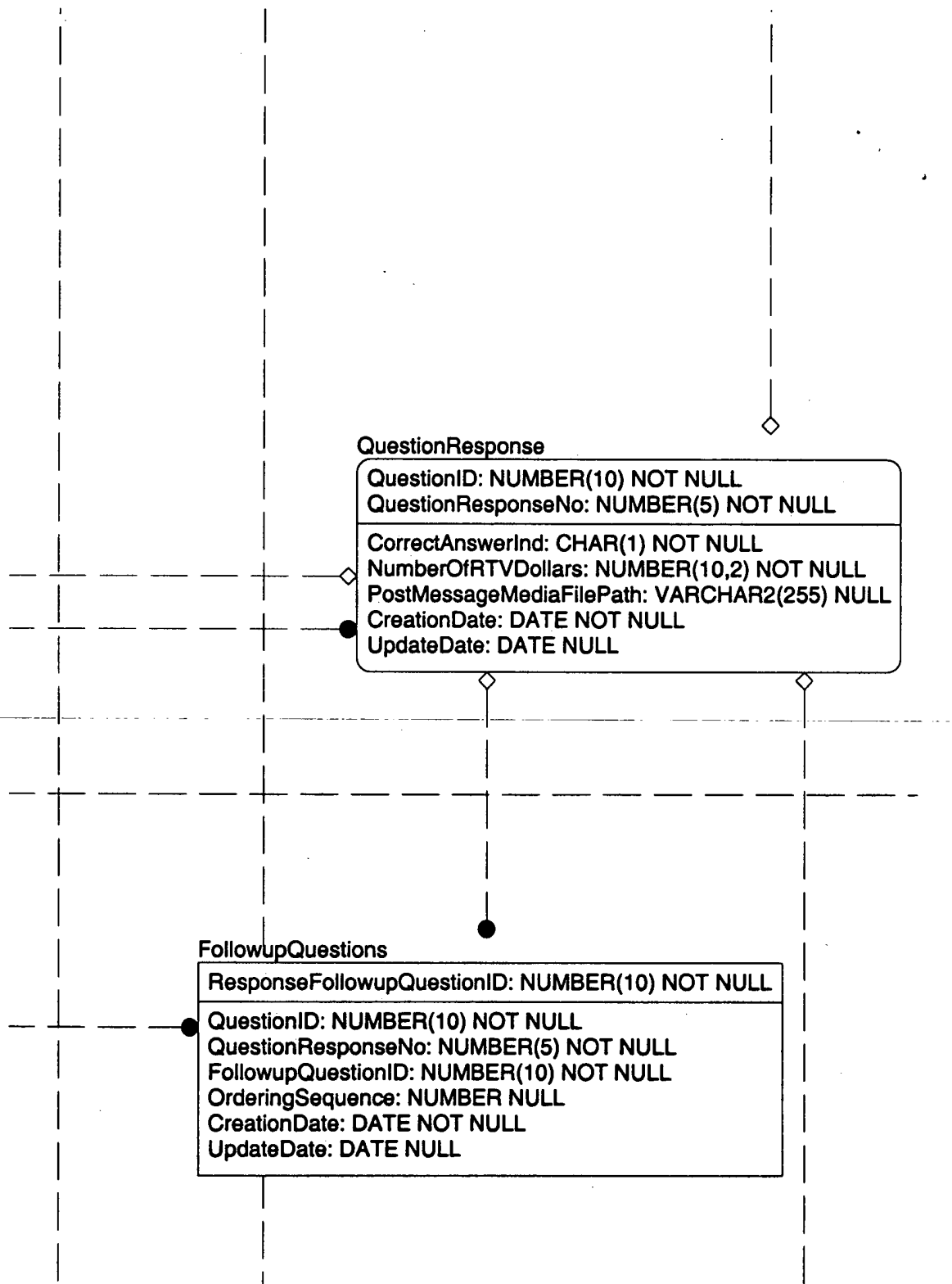


FIG.14K

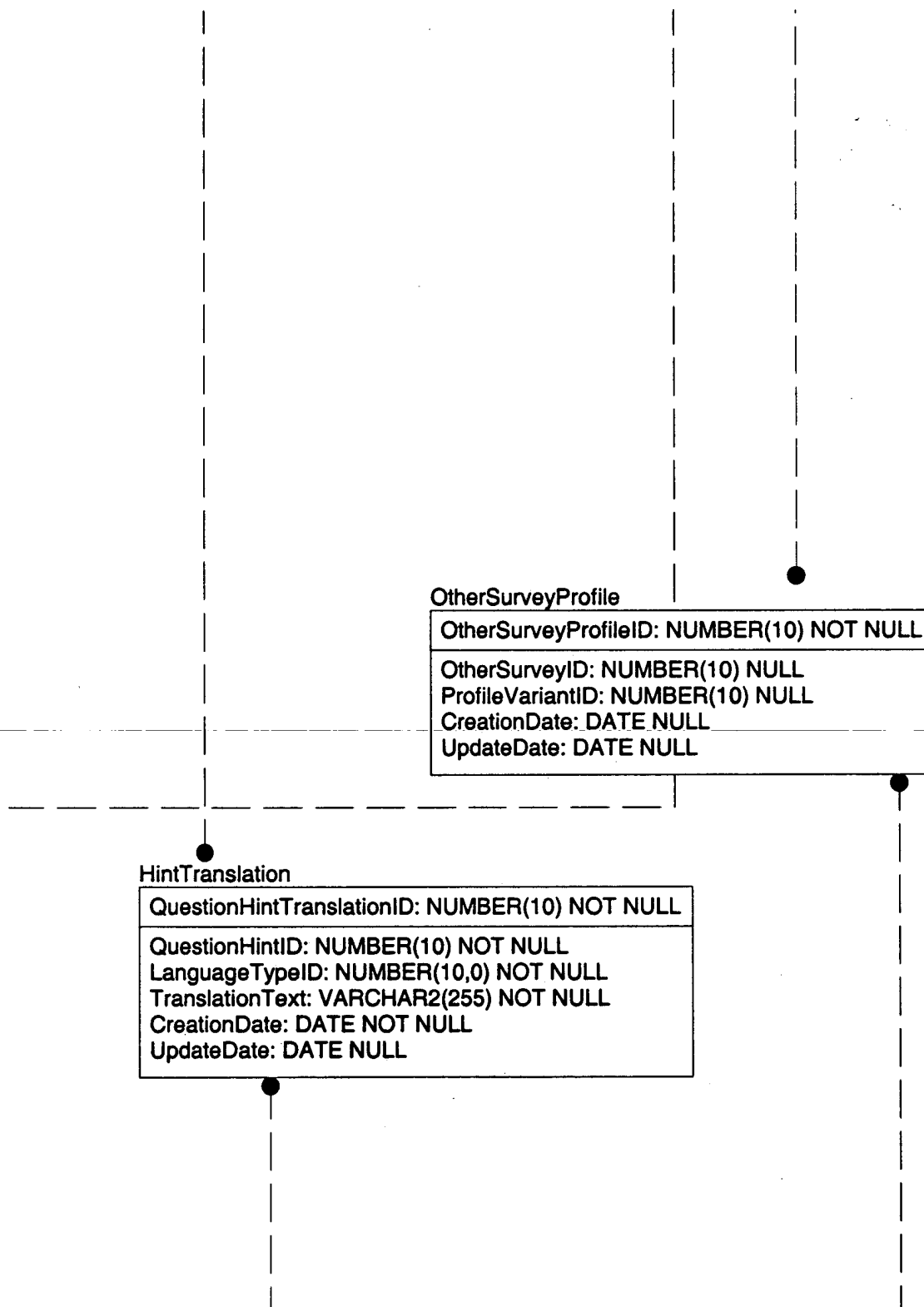


FIG.14L

RTVMEMBER

RTVMemberID: NUMBER(10) NOT NULL
Email: VARCHAR2(255) NOT NULL
Password: VARCHAR2(20) NOT NULL
LanguageTypeID: NUMBER(10,0) NULL
MemberName: VARCHAR2(50) NULL
Gender: VARCHAR2(50) NOT NULL
DateOfBirth: DATE NOT NULL
CurrentAccountBalance: NUMBER(10,2) NOT NULL
MemberSecretQuestion: VARCHAR2(255) NOT NULL
BillToZip: VARCHAR2(20) NOT NULL
MemberSecretAnswer: VARCHAR2(255) NOT NULL
RTVMonthlyTotalDollar: NUMBER(10,2) NOT NULL
AllowShareInformationInd: CHAR(1) NOT NULL
AllowSendInformationInd: CHAR(1) NOT NULL
BillToFName: VARCHAR2(32) NULL
BillToLName: VARCHAR2(32) NULL
BillToStreet1: VARCHAR2(32) NULL
BillToStreet2: VARCHAR2(32) NULL
BillToStateID: NUMBER(3,0) NULL
BillToCity: VARCHAR2(50) NULL
BillToPhoneNumber: VARCHAR2(20) NULL
BillToRegion: VARCHAR2(32) NULL
ShipToFName: VARCHAR2(32) NULL
ShipToLName: VARCHAR2(32) NULL
ShipToStreet1: VARCHAR2(32) NULL
ShipToStreet2: VARCHAR2(32) NULL
ShipToCity: VARCHAR2(50) NULL
ShipToRegion: VARCHAR2(32) NULL
ShipToStateID: NUMBER(3,0) NULL
ShipToZip: VARCHAR2(20) NULL
ShipToPhoneNumber: VARCHAR2(20) NULL
CCType: VARCHAR2(32) NULL
CCName: VARCHAR2(32) NULL
CCExpMonth: NUMBER(2,0) NULL
CCExpYear: NUMBER(4,0) NULL
MemberStatusID: NUMBER(10) NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
BillToPhoneExten: VARCHAR2(10) NULL
ShipToPhoneExten: VARCHAR2(10) NULL

FIG.14N

TypeOfQuestion

TypeOfQuestionID: NUMBER(10) NOT NULL
QuestionType: VARCHAR2(20) NOT NULL
Description: VARCHAR2(255) NOT NULL
MinimumNumResponses: NUMBER(6) NOT NULL
MaximumNumResponses: NUMBER(6) NULL
DefaultNumResponses: NUMBER(6) NOT NULL
DefaultSelectionInd: VARCHAR2(1) NULL
ActiveInd: VARCHAR2(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

MemberSurveyQuestion

MemberSurveyQuestionID: NUMBER(10) NOT NULL
MemberSurveyID: NUMBER(10) NOT NULL
QuestionID: NUMBER(10) NOT NULL
OrderOfQuestion: NUMBER NOT NULL
CompletedInd: CHAR(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

QuestionProfile

QuestionProfileID: NUMBER(10) NOT NULL
QuestionID: NUMBER(10) NOT NULL
ProfileVariantID: NUMBER(10) NOT NULL
SelectionWeightingFactor: NUMBER NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

FIG.140

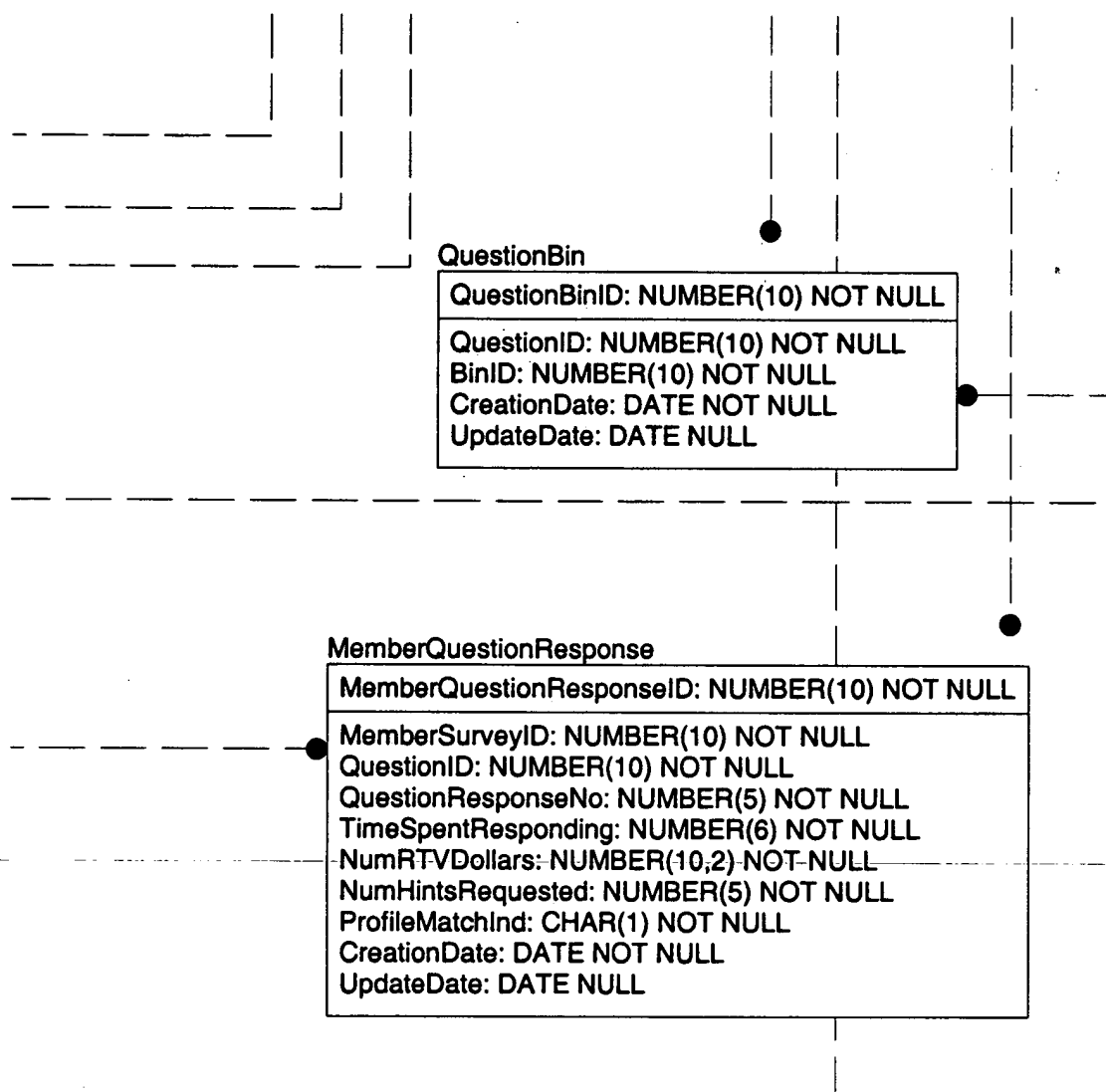


FIG.14P

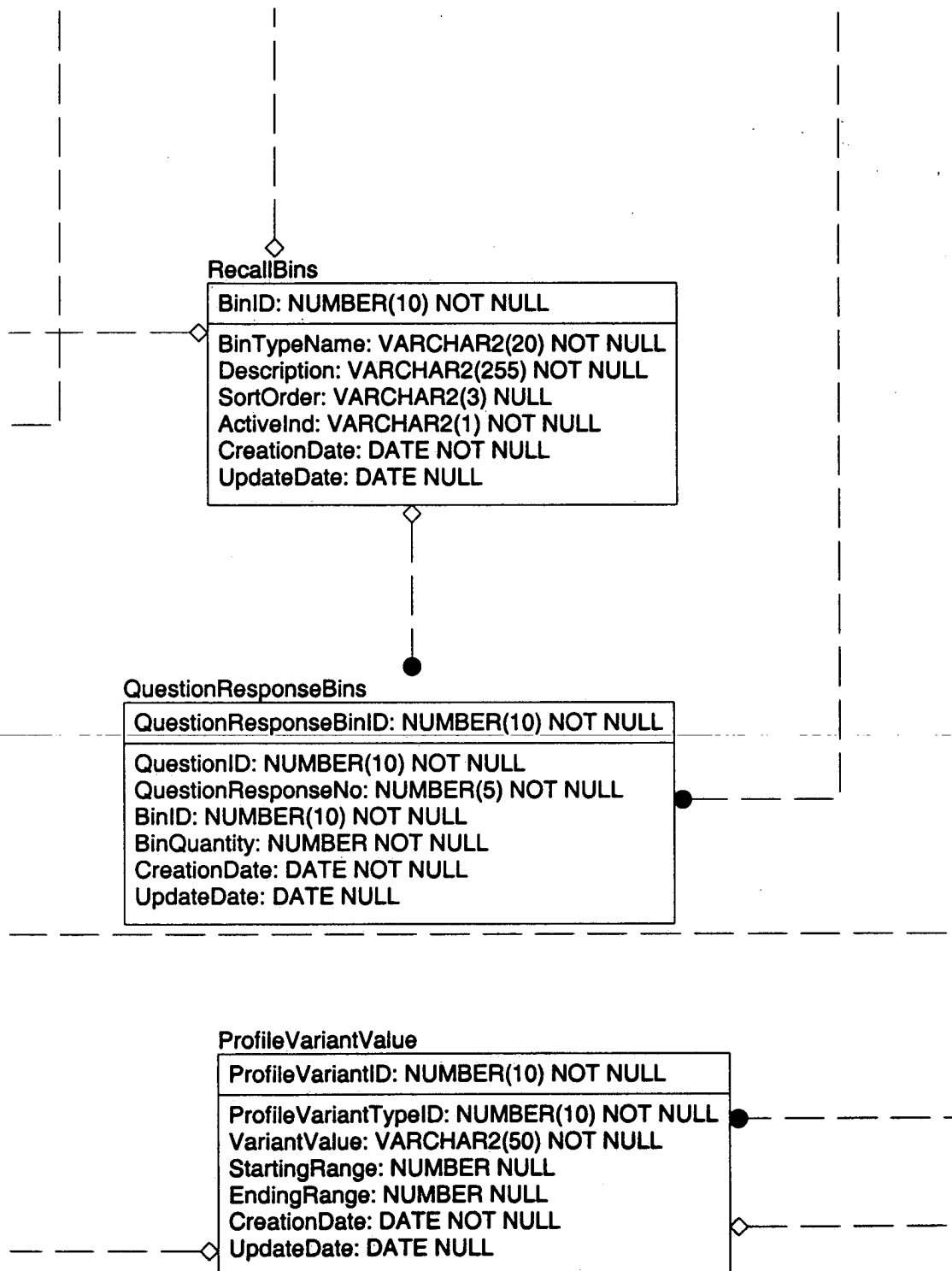


FIG.14Q

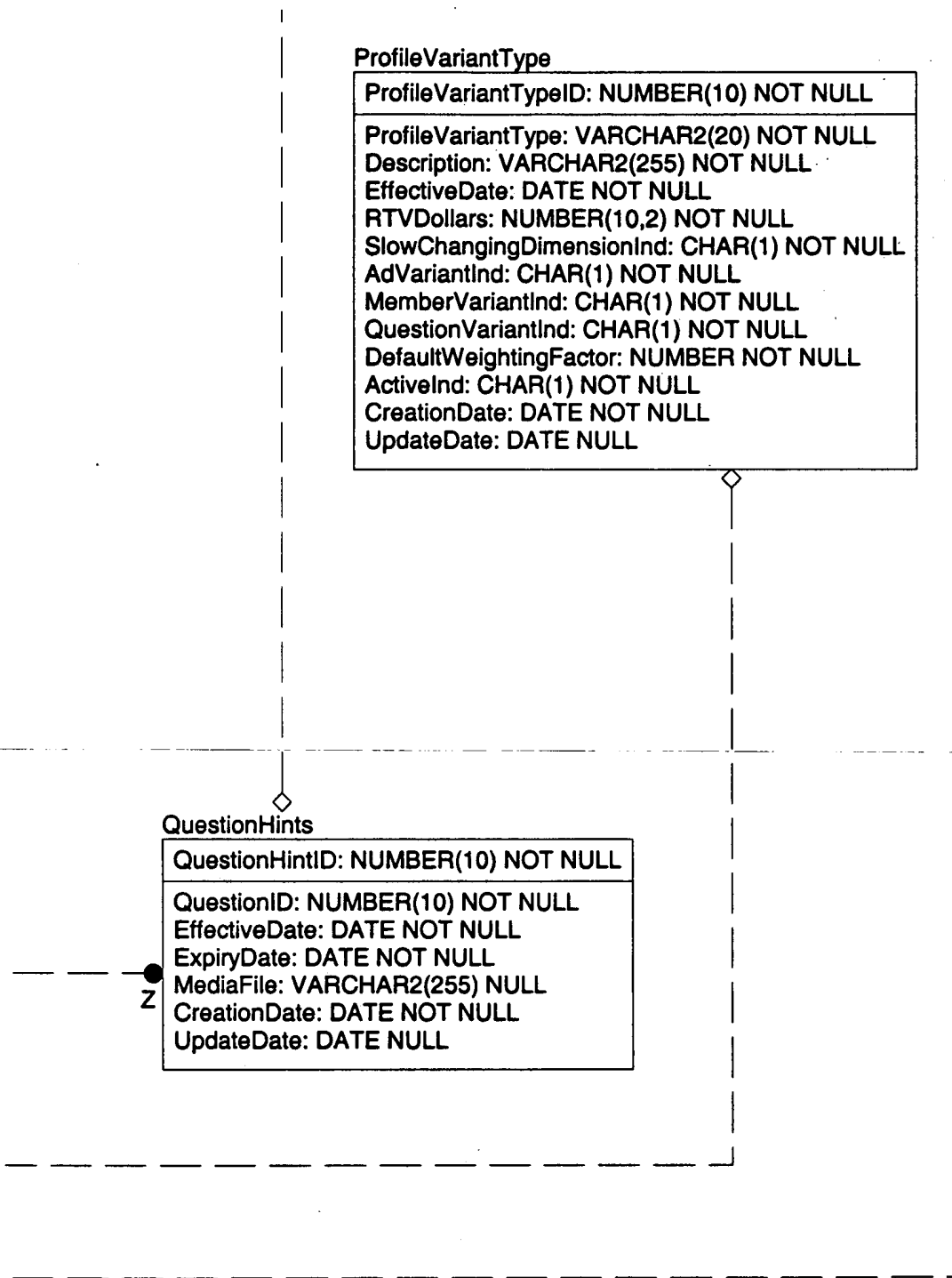


FIG.14R

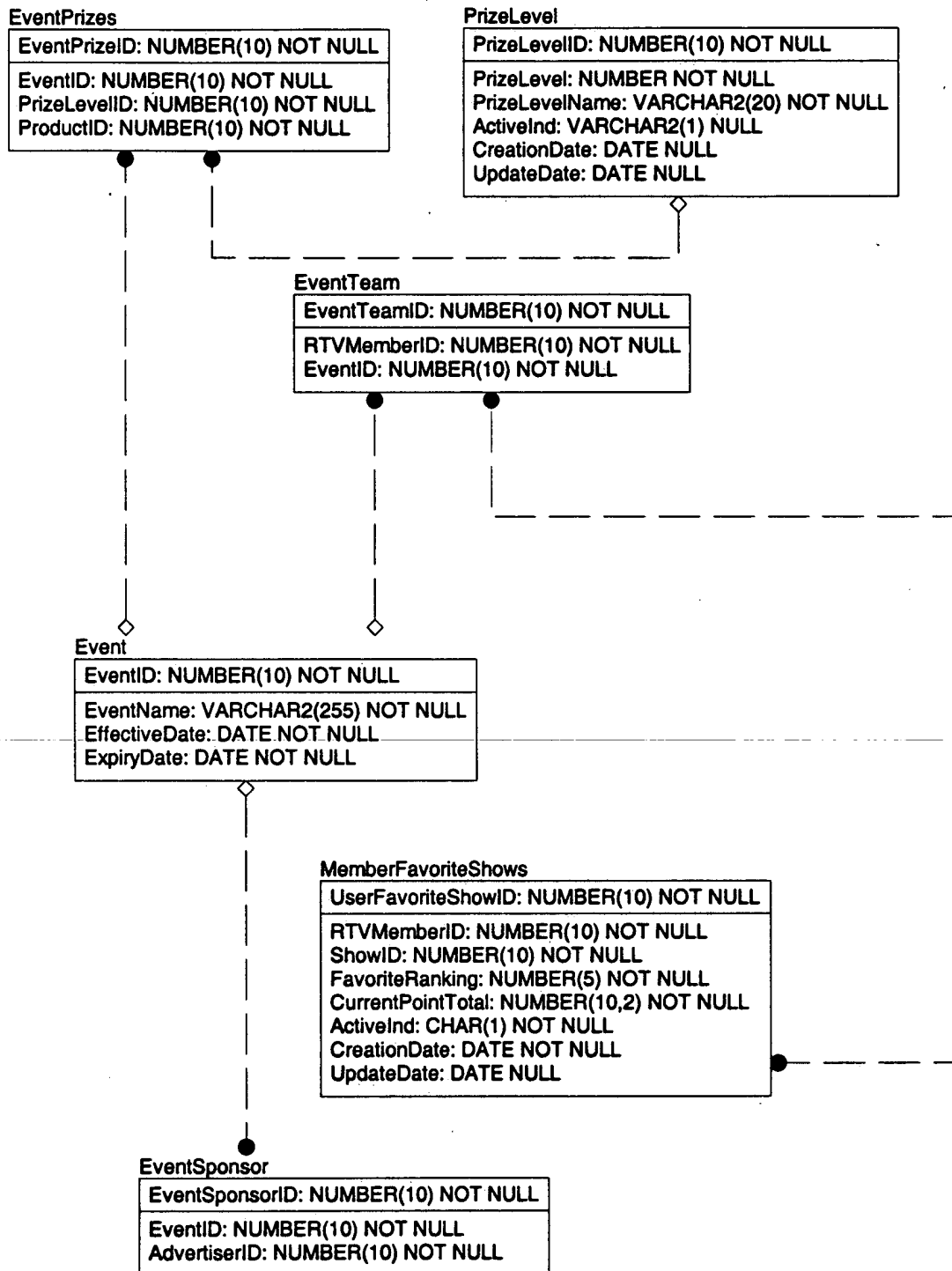


FIG.15A

ZipCode

ZipCodeID: VARCHAR2(20) NOT NULL
STATEID: NUMBER(3,0) NULL
TimeZone: VARCHAR2(10) NULL
AreaCode: VARCHAR2(15) NULL
DMA: NUMBER NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

RTVMEMBER

RTVMemberID: NUMBER(10) NOT NULL
Email: VARCHAR2(255) NOT NULL
Password: VARCHAR2(20) NOT NULL
LanguageTypeID: NUMBER(10,0) NULL
MemberName: VARCHAR2(50) NULL
Gender: VARCHAR2(50) NOT NULL
DateOfBirth: DATE NOT NULL
CurrentAccountBalance: NUMBER(10,2) NOT NULL
MemberSecretQuestion: VARCHAR2(255) NOT NULL
BillToZip: VARCHAR2(20) NOT NULL
MemberSecretAnswer: VARCHAR2(255) NOT NULL
RTVMonthlyTotalDollar: NUMBER(10,2) NOT NULL
AllowShareInformationInd: CHAR(1) NOT NULL
AllowSendInformationInd: CHAR(1) NOT NULL
BillToFName: VARCHAR2(32) NULL
BillToLName: VARCHAR2(32) NULL
BillToStreet1: VARCHAR2(32) NULL
BillToStreet2: VARCHAR2(32) NULL
BillToStateID: NUMBER(3,0) NULL
BillToCity: VARCHAR2(50) NULL
BillToPhoneNumber: VARCHAR2(20) NULL
BillToRegion: VARCHAR2(32) NULL
ShipToFName: VARCHAR2(32) NULL
ShipToLName: VARCHAR2(32) NULL
ShipToStreet1: VARCHAR2(32) NULL
ShipToStreet2: VARCHAR2(32) NULL
ShipToCity: VARCHAR2(50) NULL
ShipToRegion: VARCHAR2(32) NULL
ShipToStateID: NUMBER(3,0) NULL
ShipToZip: VARCHAR2(20) NULL
ShipToPhoneNumber: VARCHAR2(20) NULL
CCType: VARCHAR2(32) NULL
CCName: VARCHAR2(32) NULL
CCExpMonth: NUMBER(2,0) NULL
CCExpYear: NUMBER(4,0) NULL
MemberStatusID: NUMBER(10) NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
BillToPhoneExten: VARCHAR2(10) NULL
ShipToPhoneExten: VARCHAR2(10) NULL

FIG.15B

MemberReferralProgram

MembershipReferralProgramID: NUMBER(10) NOT NULL

ReferringRTVMemberID: NUMBER(10) NOT NULL

ReferralEmail: VARCHAR2(255) NOT NULL

ReferralDate: DATE NOT NULL

ReferralExpiryDate: DATE NOT NULL

SignedUpInd: CHAR(1) NOT NULL

CreationDate: DATE NOT NULL

UpdateDate: DATE NULL

AccountLineItemType

AccountLineItemType: VARCHAR2(20) NOT NULL

Description: VARCHAR2(255) NOT NULL

CurrentRTVDollarAmount: NUMBER(10,2) NOT NULL

ActiveInd: VARCHAR2(1) NOT NULL

CreationDate: DATE NOT NULL

UpdateDate: DATE NULL

MemberAccount

MemberAccountTransactionID: NUMBER(10) NOT NULL

RTVMemberID: NUMBER(10) NOT NULL

OrderID: NUMBER(10) NULL

MemberSurveyID: NUMBER(10) NULL

TransactionDate: DATE NOT NULL

AccountLineItemType: VARCHAR2(20) NOT NULL

TransactionDescription: VARCHAR2(255) NOT NULL

RTVDollarAmount: NUMBER(10,2) NOT NULL

CreditDebit: VARCHAR2(2) NOT NULL

CreationDate: DATE NOT NULL

UpdateDate: DATE NULL

FIG.15C

BroadcasterProgramSchedule

BroadcasterProgramScheduleID: NUMBER(10) NOT NULL

ShowID: NUMBER(10) NOT NULL
BroadcasterID: NUMBER(10) NOT NULL
AirDateTime: DATE NOT NULL
AirTime: NUMBER NULL
Duration: NUMBER(4) NULL
PartNum: NUMBER(5) NULL
NumOfParts: NUMBER(5) NULL
ClosedCaptionInd: CHAR(1) NOT NULL
StereoInd: CHAR(1) NOT NULL
RepeatInd: CHAR(1) NOT NULL
LiveTapeDelay: VARCHAR2(5) NULL
SubTitledInd: CHAR(1) NOT NULL
PremiereFinal: VARCHAR2(15) NULL
JoinedInProgressInd: CHAR(1) NOT NULL
CableInClassRoomInd: CHAR(1) NOT NULL
TVRating: VARCHAR2(4) NULL
SAPIndicator: CHAR(1) NOT NULL
BlackoutInd: CHAR(1) NOT NULL
SexRatingInd: CHAR(1) NOT NULL
ViolenceInd: CHAR(1) NOT NULL
LanguageRatingInd: CHAR(1) NOT NULL
DialogRatingInd: CHAR(1) NOT NULL
FantasyInd: CHAR(1) NOT NULL
EnhancedInd: CHAR(1) NOT NULL
ThreeDInd: CHAR(1) NOT NULL
LetterBoxInd: CHAR(1) NOT NULL
HDTVInd: CHAR(1) NOT NULL
DolbyInd: CHAR(1) NOT NULL
DVSInd: CHAR(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

Survey

SurveyID: NUMBER(10) NOT NULL

ShowID: NUMBER(10) NOT NULL
BroadcasterProgramScheduleID: NUMBER(10) NULL
Description: VARCHAR2(255) NOT NULL
SurveyEffectiveDate: DATE NOT NULL
SurveyExpiryDate: DATE NOT NULL
SurveyStatusID: NUMBER(10) NOT NULL
GameMultiplier: NUMBER(6,2) NULL
CreatedBy: NUMBER(10) NOT NULL
CreationDate: DATE NOT NULL
UpdatedBy: NUMBER(10) NULL
UpdateDate: DATE NULL

FIG.15D

MemberStatus

MemberStatusID: NUMBER(10) NOT NULL
MemberStatusCode: VARCHAR2(20) NOT NULL
Description: VARCHAR2(255) NOT NULL
StatusStage: NUMBER NOT NULL
ActiveInd: CHAR(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

ProfileVariantValue

ProfileVariantID: NUMBER(10) NOT NULL
ProfileVariantTypeID: NUMBER(10) NOT NULL
VariantValue: VARCHAR2(50) NOT NULL
StartingRange: NUMBER NULL
EndingRange: NUMBER NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

ProfileVariantType

ProfileVariantTypeID: NUMBER(10) NOT NULL
ProfileVariantType: VARCHAR2(20) NOT NULL
Description: VARCHAR2(255) NOT NULL
EffectiveDate: DATE NOT NULL
RTVDollars: NUMBER(10,2) NOT NULL
SlowChangingDimensionInd: CHAR(1) NOT NULL
AdVariantInd: CHAR(1) NOT NULL
MemberVariantInd: CHAR(1) NOT NULL
QuestionVariantInd: CHAR(1) NOT NULL
DefaultWeightingFactor: NUMBER NOT NULL
ActiveInd: CHAR(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

FIG.15E

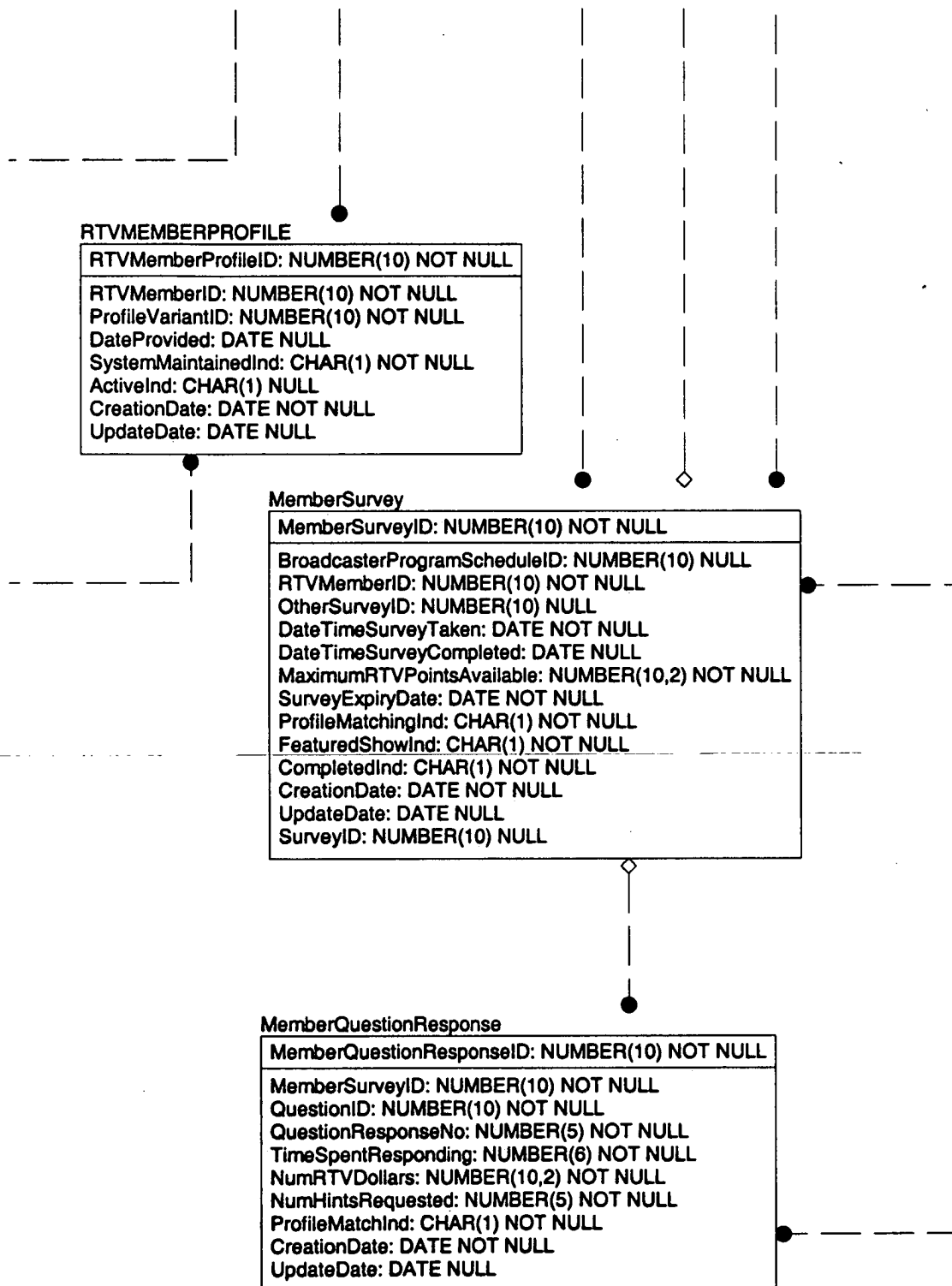


FIG.15F

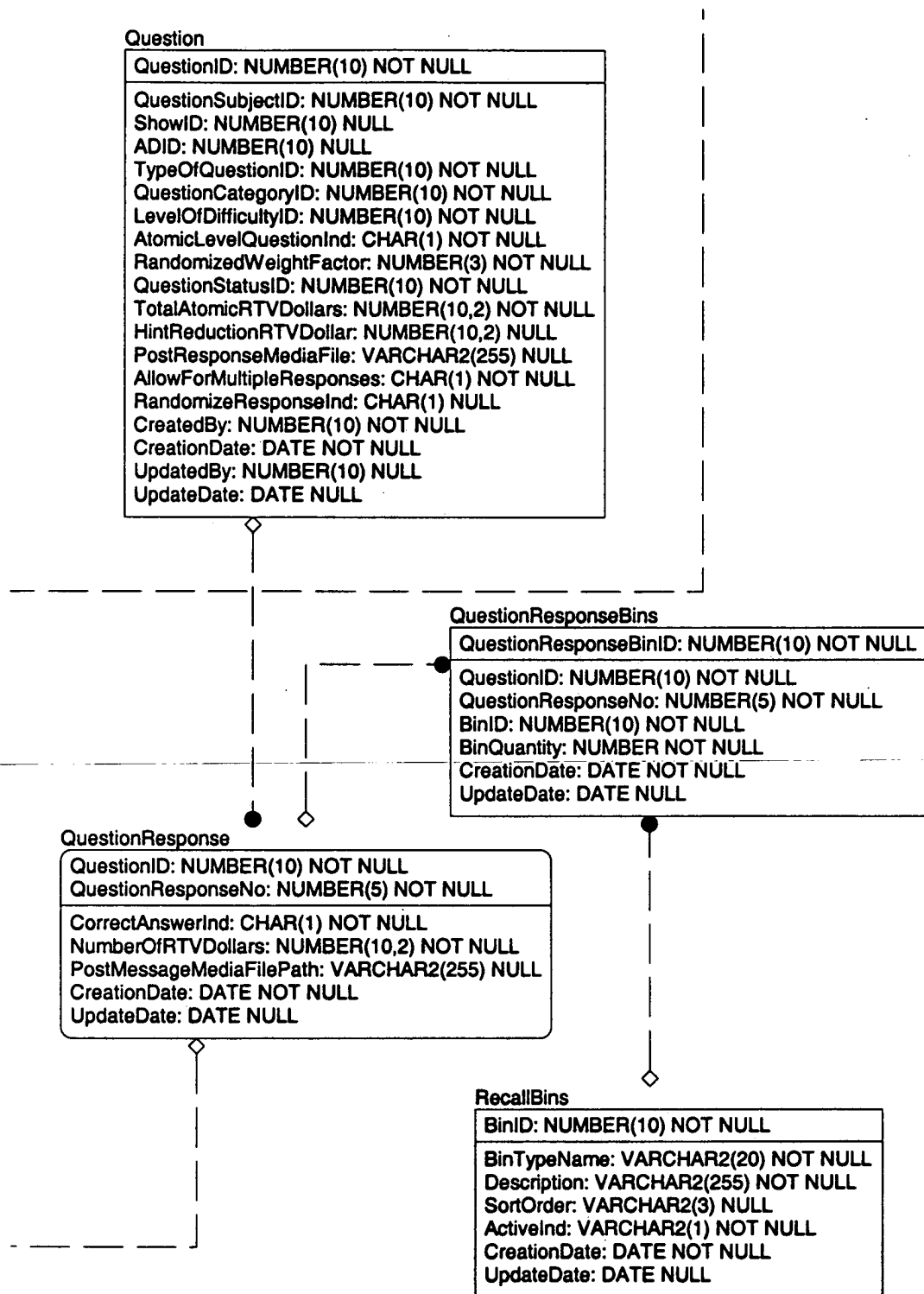


FIG.15G

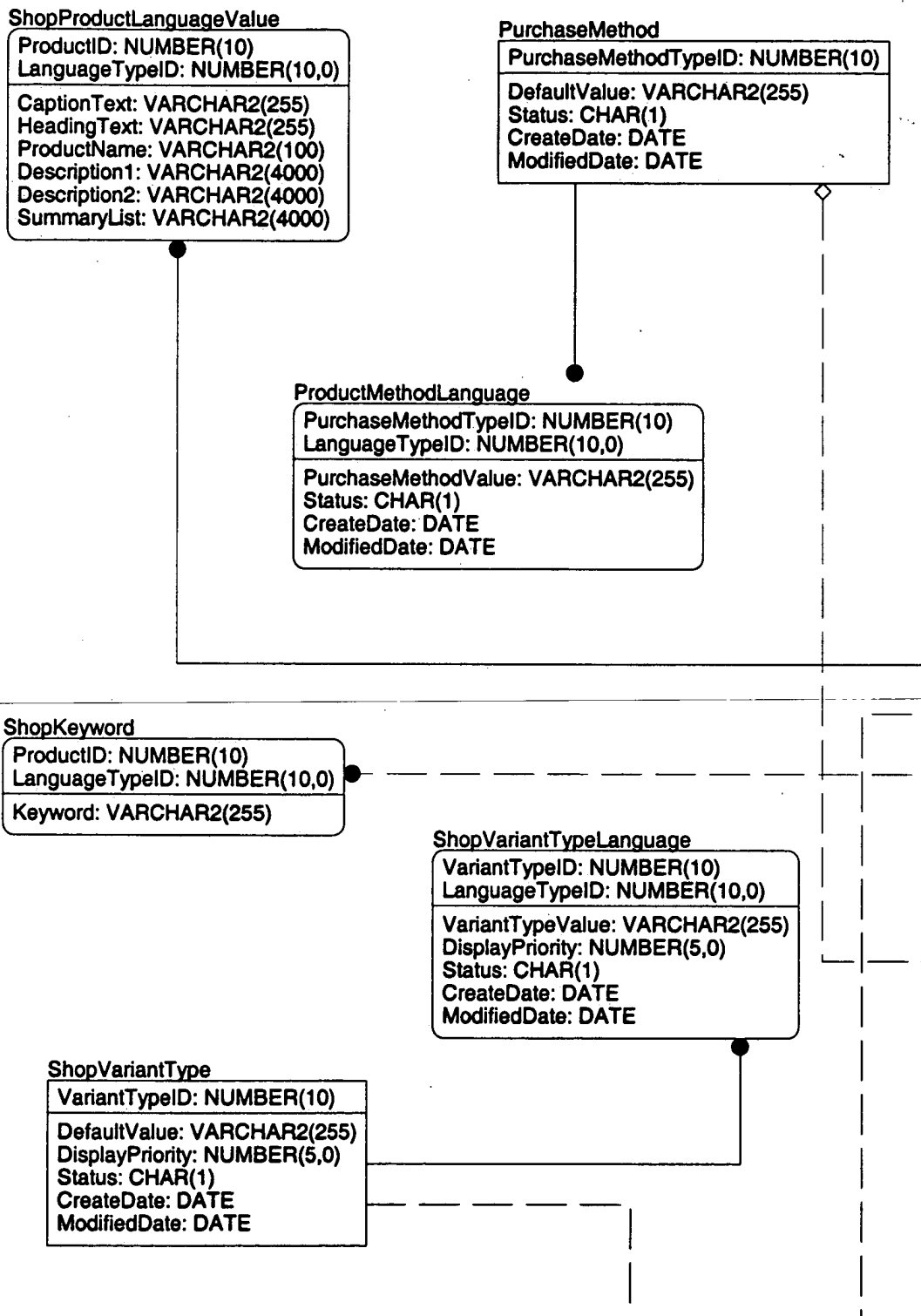


FIG.16A

SweepstakePlayers

SweepStakePlayerID: NUMBER(10)
RTVMemberID: NUMBER(10)
SweepstakeID: NUMBER(10)
UniqueID: VARCHAR2(20)
DatePlayed: DATE
Quantity: NUMBER
Status: CHAR(1)
SweepstakePrizeID: NUMBER(10)
CreateDate: DATE
UpdateDate: DATE

ShopDepartmentFeatured

DepartmentFeaturedID: NUMBER(10)
ProductID: NUMBER(10)
DepartmentID: NUMBER(38,0)
Status: CHAR(1)
DisplayPriority: NUMBER(38,0)
CreateDate: DATE
ModifiedDate: DATE

ShopWishList

RTVMemberID: NUMBER(10)
ProductID: NUMBER(10)
LanguageTypeID: NUMBER(10,0)
CreateDate: DATE

ShopProductPurchaseMethod

ShopProductPurchaseMethodID: NUMBER(10)
PurchaseMethodTypeID: NUMBER(10)
ProductID: NUMBER(10)
PointTotal: NUMBER(10)
PointMinimum: NUMBER(10)
PriceMinimum: NUMBER(10)
InternalFulfillmentInd: CHAR(1)
ListPrice: NUMBER(38,2)

FIG.16B

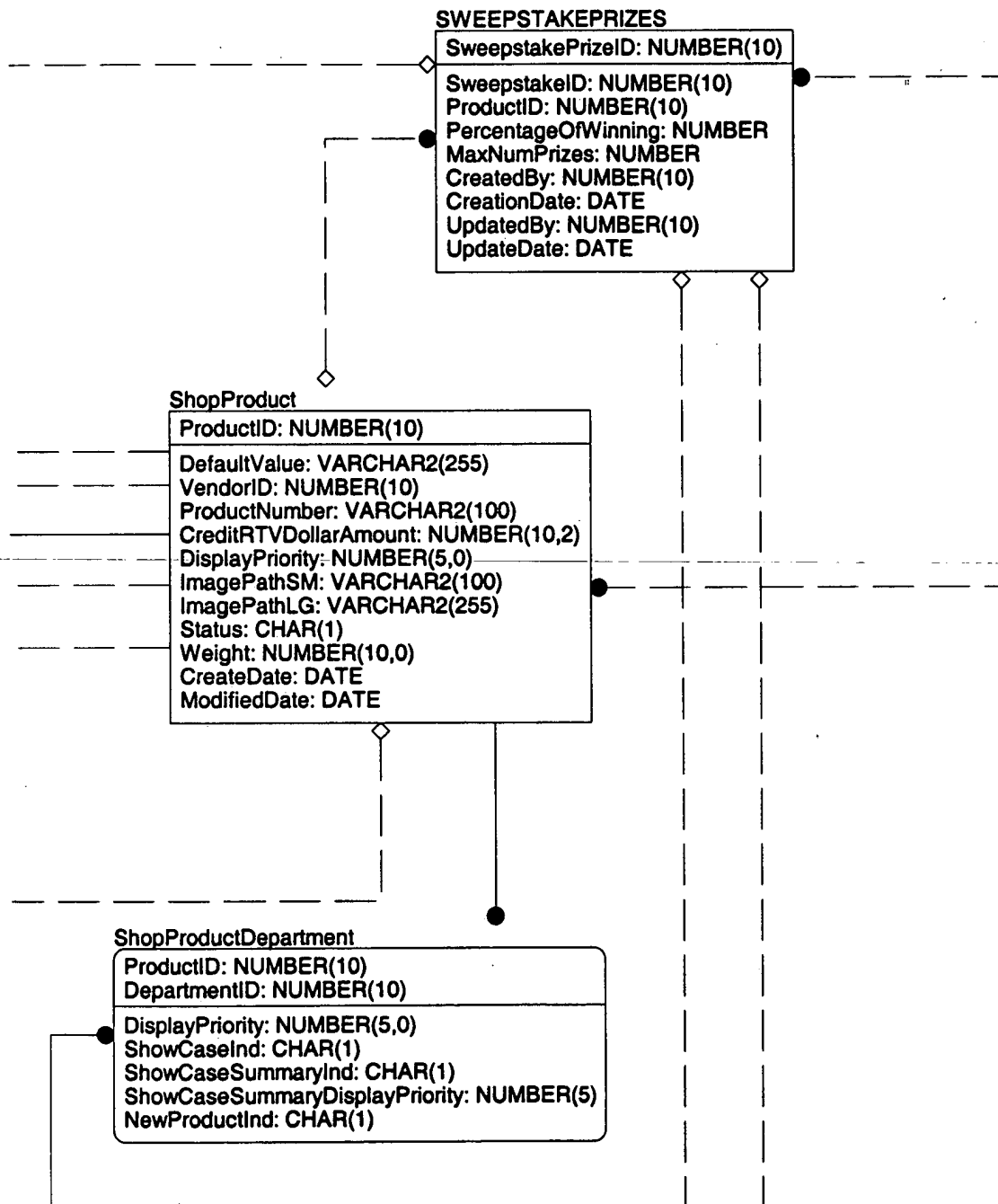


FIG.16C

SWEEPSTAKE

SweepstakeID: NUMBER(10)
SweepstakeTypeID: NUMBER(10)
SweepstakeDescription: VARCHAR2(255)
EffectiveDate: DATE
RuleURL: VARCHAR2(255)
ExpiryDate: DATE
CreatedBy: NUMBER(10)
CreationDate: DATE
UpdatedBy: NUMBER(10)
UpdateDate: DATE
DrawingDate: DATE
Ext_SweepstakeID: VARCHAR2(10)

ShopVendor

VendorID: NUMBER(10)
VendorName: VARCHAR2(255)
VendorStreet1: VARCHAR2(32)
VendorStreet2: VARCHAR2(32)
VendorCity: VARCHAR2(32)
VendorStateID: NUMBER(3,0)
VendorRegion: VARCHAR2(32)
VendorZip: VARCHAR2(16)
VendorCountryID: NUMBER(6,0)
ContactBusinessName: VARCHAR2(100)
ContactBusinessEmail: VARCHAR2(100)
ContactBusinessPhone: VARCHAR2(100)
ContactTechName: VARCHAR2(100)
ContactTechEmail: VARCHAR2(100)
ContactTechPhone: VARCHAR2(100)
FTPAddress: VARCHAR2(32)
FTPUser: VARCHAR2(32)
FTPPassword: VARCHAR2(32)
HTTPAddress: VARCHAR2(32)
HTTPUser: VARCHAR2(32)
HTTPPassword: VARCHAR2(32)
OtherAddress: VARCHAR2(32)
OtherUser: VARCHAR2(32)
OtherPassword: VARCHAR2(32)
Status: CHAR(1)
CreateDate: DATE
ModifiedDate: DATE

ShopBasketStats

ShopBasketStatsID: NUMBER(10)
RTVMemberID: NUMBER(10)
CREATEDATE: DATE

ShopSearched

RTVMemberID: NUMBER(10)
SearchCriteria: VARCHAR2(255)
CreateDate: date

KeywordIgnore

IgnoreID: NUMBER(38,0)
Keyword: VARCHAR2(100)

FIG.16D

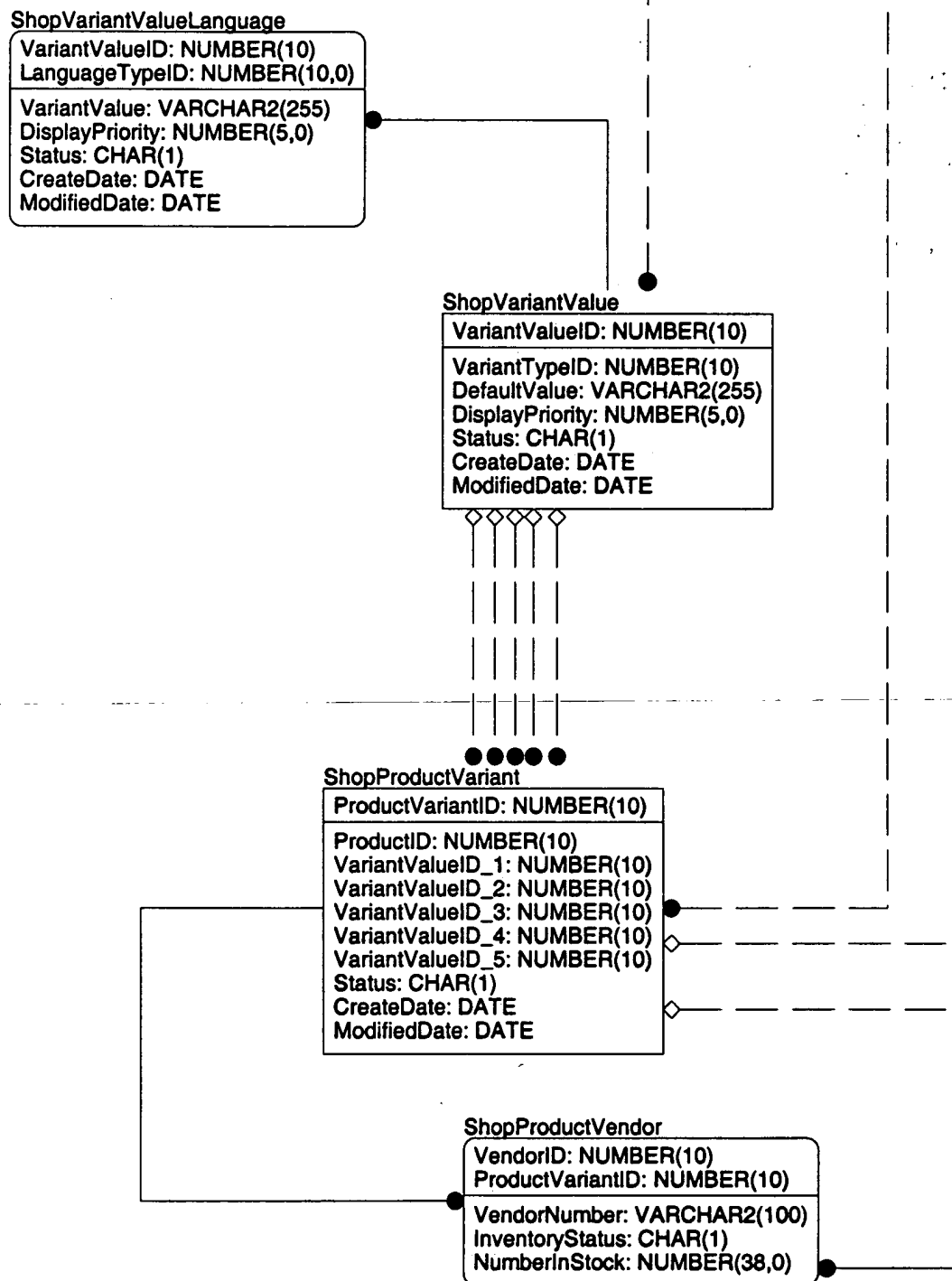


FIG.16E

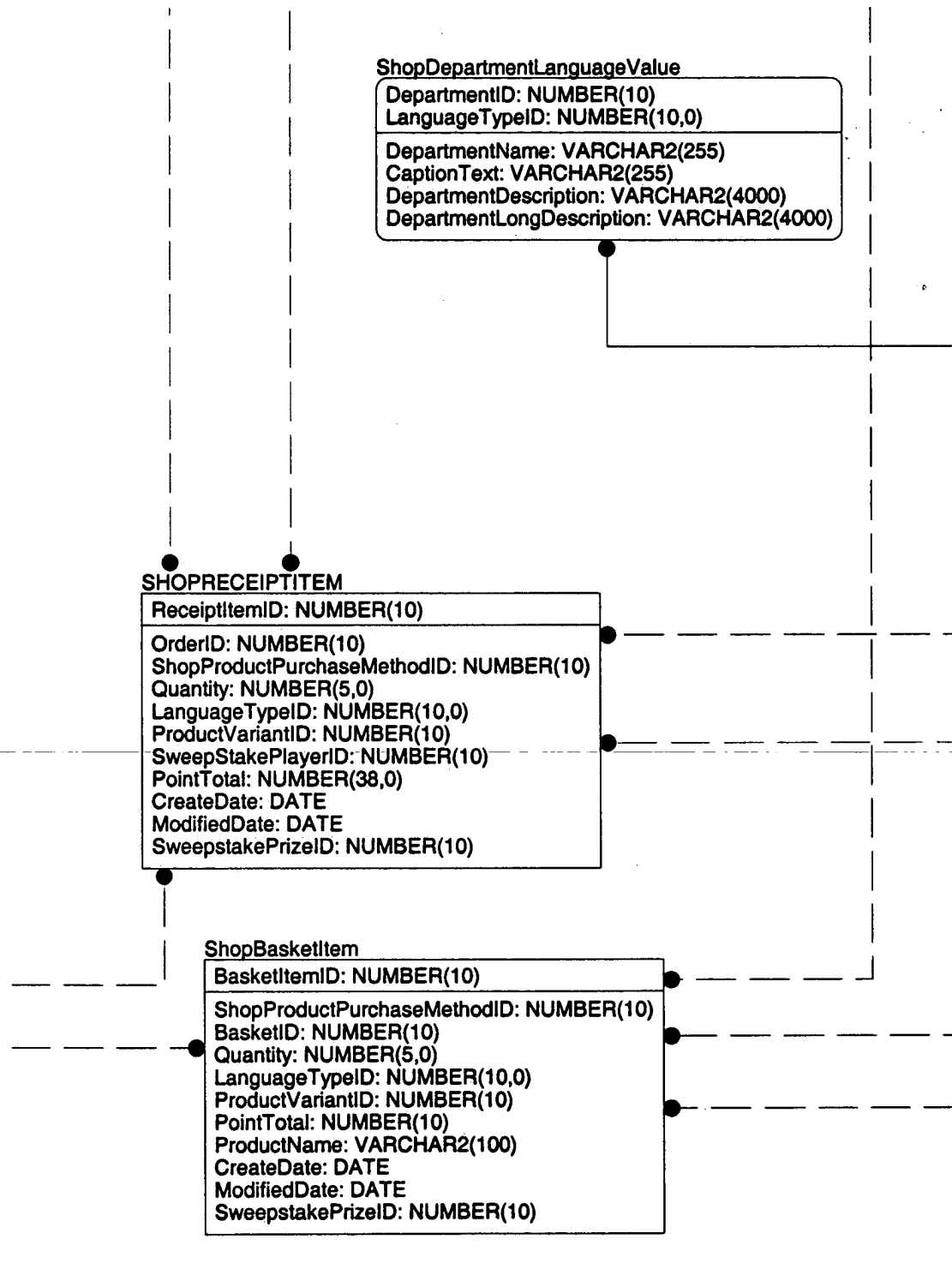


FIG.16F

ShopDepartment

DepartmentID: NUMBER(10)
DefaultValue: VARCHAR(255)
Status: CHAR(1)
DepartmentImage1: VARCHAR2(255)
DepartmentImage2: VARCHAR2(255)
DepartmentLabelImage: VARCHAR2(255)
RewardsNavSelectedImage: VARCHAR2(255)
RewardsNavUnselectedImage: VARCHAR2(255)
DisplayPriority: NUMBER(38,0)
ParentID: NUMBER(10)
CreateDate: DATE
ModifiedDate: DATE

ShopBasket

BasketID: NUMBER(10)
RTVMemberID: NUMBER(10)
Email: VARCHAR2(255)
BillToFName: VARCHAR2(32)
BillToLName: VARCHAR2(32)
BillToStreet1: VARCHAR2(32)
BillToStreet2: VARCHAR2(32)
BillToCity: VARCHAR2(32)
BillToStateID: NUMBER(3,0)
BillToRegion: VARCHAR2(32)
BillToZip: VARCHAR2(16)
BillToCountryID: NUMBER(6,0)
ShipToFName: VARCHAR2(32)
ShipToLName: VARCHAR2(32)
ShipToStreet1: VARCHAR2(32)
ShipToStreet2: VARCHAR2(32)
ShipToCity: VARCHAR2(32)
ShipToStateID: NUMBER(3,0)
ShipToRegion: VARCHAR2(32)
ShipToZip: VARCHAR2(16)
ShipToCountryID: NUMBER(6,0)
CCType: VARCHAR2(32)
CCName: VARCHAR2(32)
CCExpMonth: NUMBER(2,0)
CCExpYear: NUMBER(4,0)
CreateDate: DATE
ModifiedDate: DATE

FIG.16G

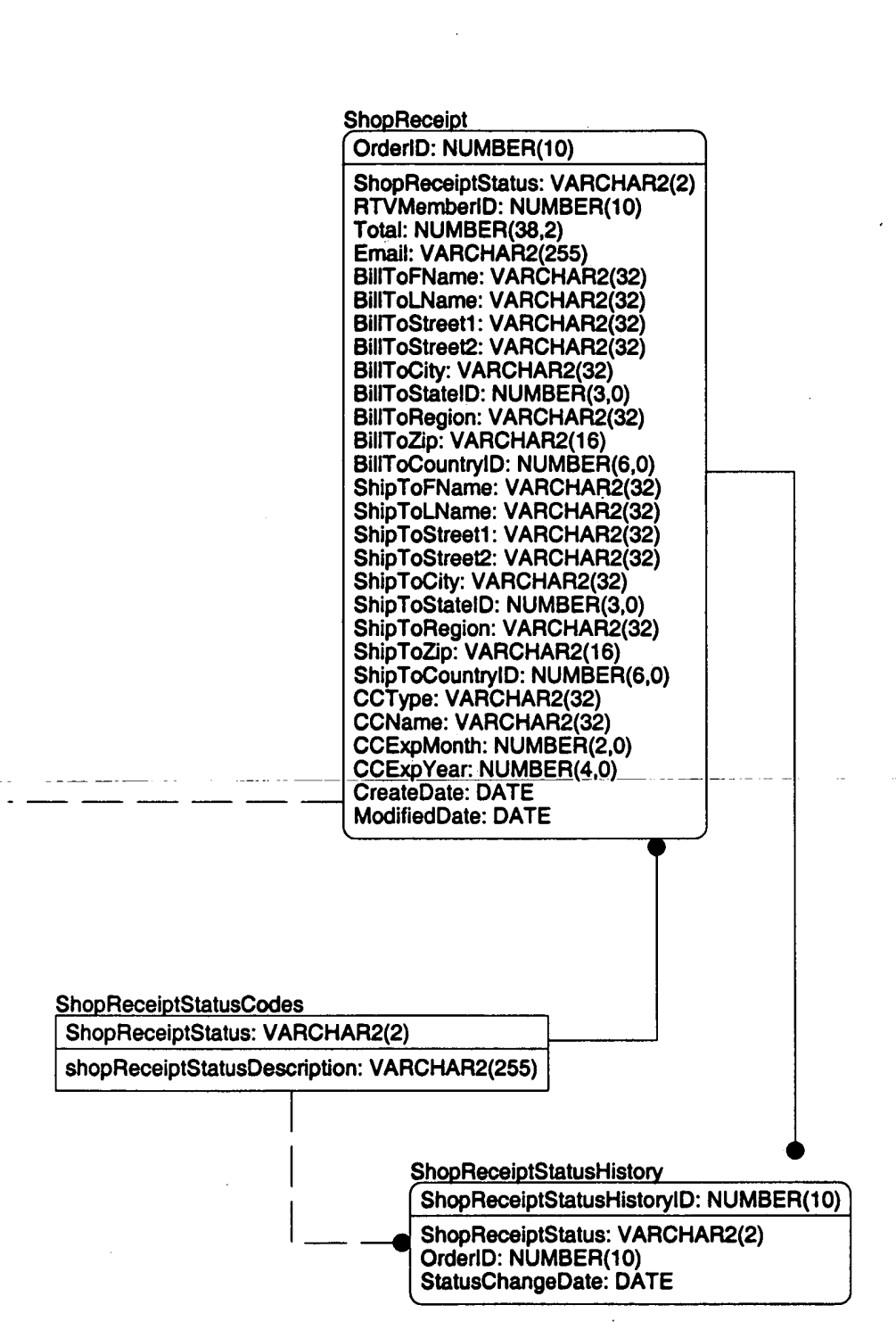


FIG.16H

BroadcasterProgramSchedule

BroadcasterProgramScheduleID: NUMBER(10) NOT NULL

ShowID: NUMBER(10) NOT NULL
BroadcasterID: NUMBER(10) NOT NULL
AirDateTime: DATE NOT NULL
AirTime: NUMBER NULL
Duration: NUMBER(4) NULL
PartNum: NUMBER(5) NULL
NumOfParts: NUMBER(5) NULL
ClosedCaptionInd: CHAR(1) NOT NULL
StereoInd: CHAR(1) NOT NULL
RepeatInd: CHAR(1) NOT NULL
LiveTapeDelay: VARCHAR2(5) NULL
SubTitledInd: CHAR(1) NOT NULL
PremiereFinal: VARCHAR2(15) NULL
JoinedInProgressInd: CHAR(1) NOT NULL
CableInClassRoomInd: CHAR(1) NOT NULL
TVRating: VARCHAR2(4) NULL
SAPIndicator: CHAR(1) NOT NULL
BlackoutInd: CHAR(1) NOT NULL
SexRatingInd: CHAR(1) NOT NULL
ViolenceInd: CHAR(1) NOT NULL
LanguageRatingInd: CHAR(1) NOT NULL
DialogRatingInd: CHAR(1) NOT NULL
FantasyInd: CHAR(1) NOT NULL
EnhancedInd: CHAR(1) NOT NULL
ThreeDInd: CHAR(1) NOT NULL
LetterBoxInd: CHAR(1) NOT NULL
HDTVInd: CHAR(1) NOT NULL
DolbyInd: CHAR(1) NOT NULL
DVSInd: CHAR(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

BroadcastShowAd

BroadcastShowADID: NUMBER(10) NOT NULL

BroadcasterProgramScheduleID: NUMBER(10) NOT NULL
ADID: NUMBER(10) NOT NULL
PodPositionNo: NUMBER NOT NULL
BreakPosition: CHAR(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

FIG.17A

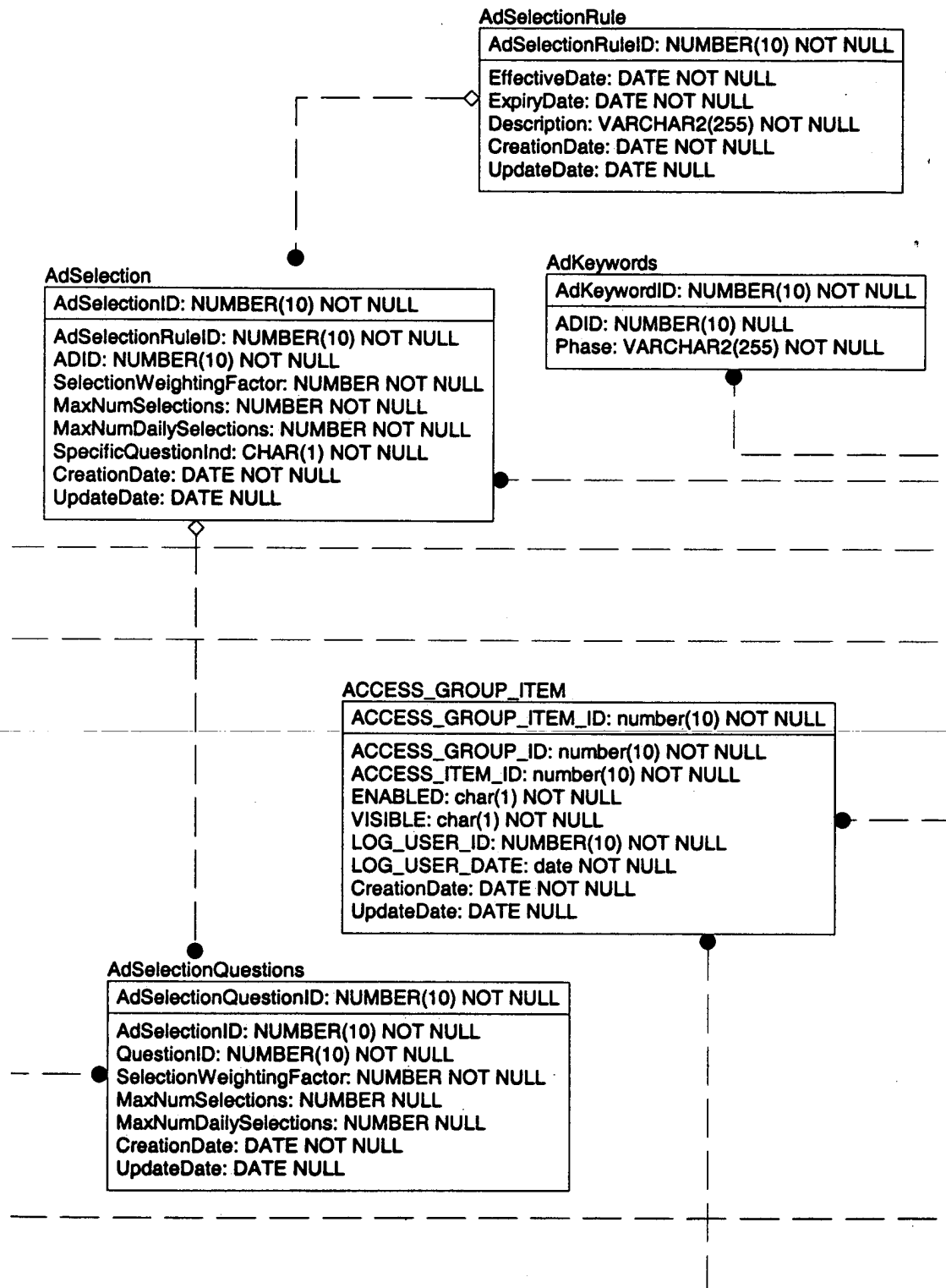


FIG.17B

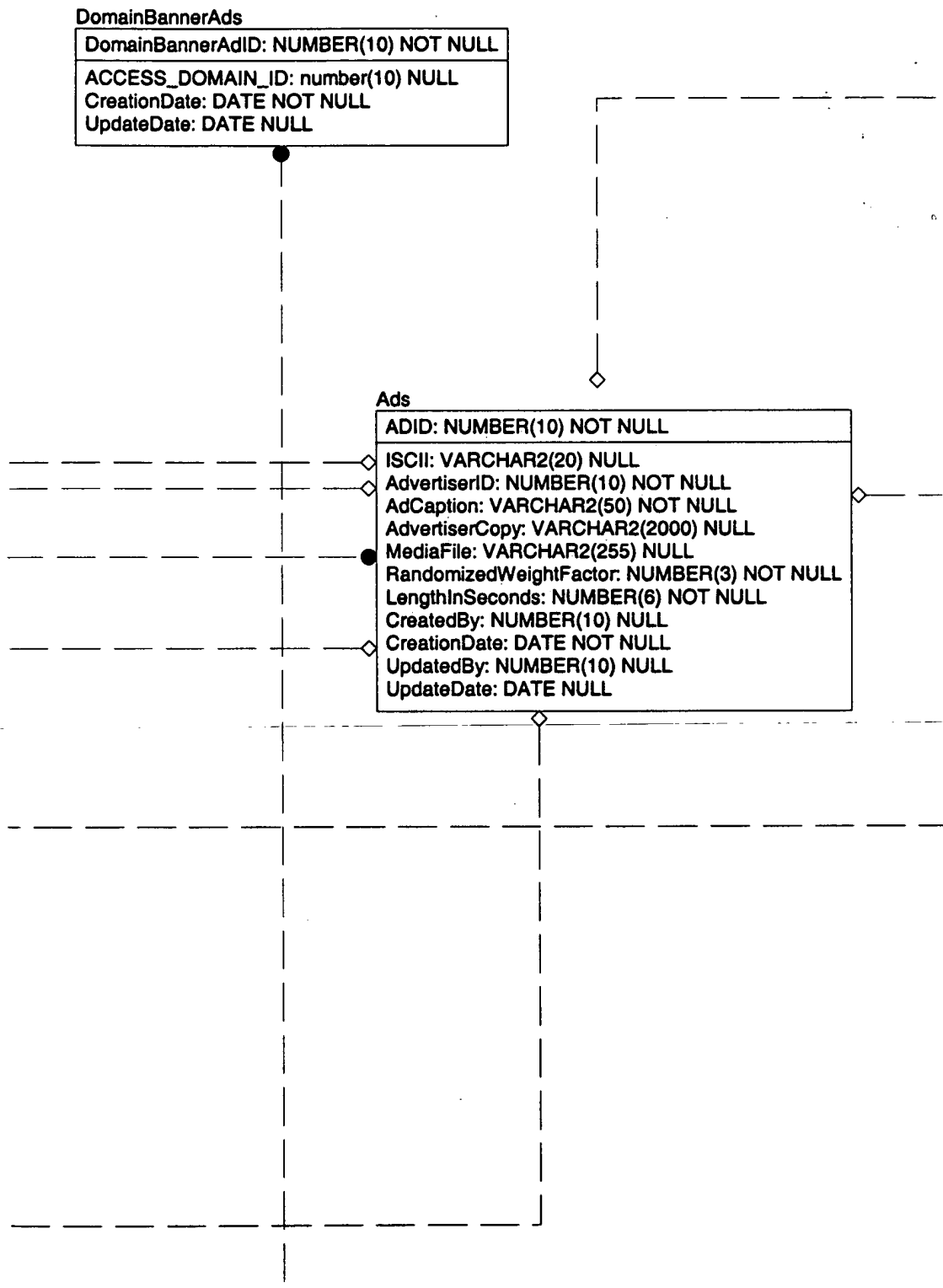


FIG.17C

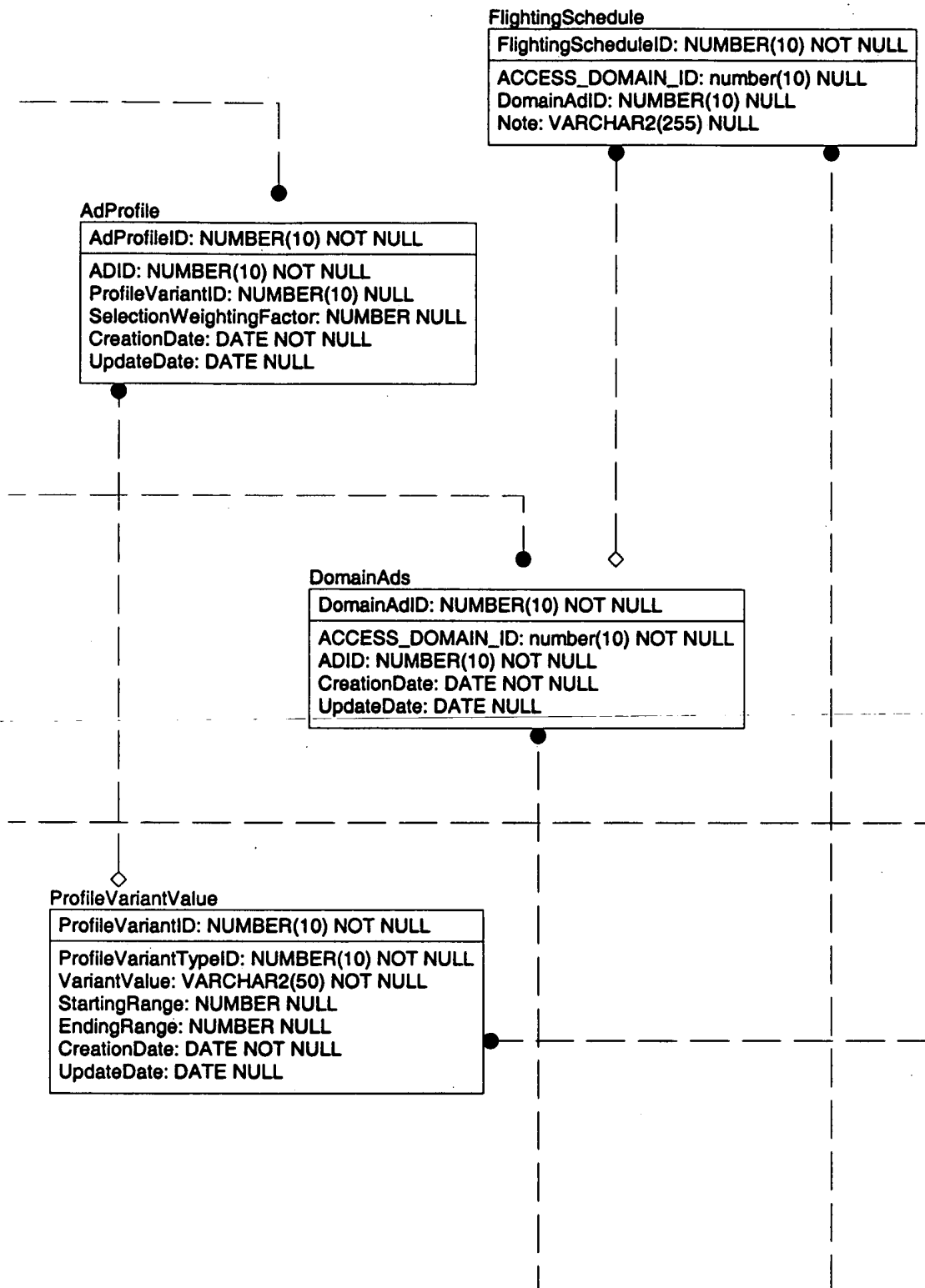


FIG.17D

DomainContacts

ContactID: NUMBER(10) NOT NULL
ACCESS_DOMAIN_ID: number(10) NULL
FirstName: VARCHAR2(32) NULL
LastName: VARCHAR2(32) NULL
Email: VARCHAR2(255) NULL
PhoneAreaCode: VARCHAR2(20) NULL
PhoneNumber: VARCHAR2(20) NULL
PhoneExtension: VARCHAR2(20) NULL
FaxAreaCode: VARCHAR2(20) NULL
FaxNumber: VARCHAR2(20) NULL
CellAreaCode: VARCHAR2(20) NULL
CellPhoneNumber: VARCHAR2(20) NULL
PagerAreaCode: VARCHAR2(20) NULL
PagerNumber: VARCHAR2(20) NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

ACCESS_ITEM

ACCESS_ITEM_ID: number(10) NOT NULL
PARENT_ACCESS_ITEM_ID: number(10) NOT NULL
TYPE: varchar2(255) NOT NULL
NAME: varchar2(255) NOT NULL
DESCRIPTION: varchar2(255) NOT NULL
NOTES: long NOT NULL
LOG_USER_ID: NUMBER(10) NOT NULL
LOG_USER_DATE: date NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

ProfileVariantType

ProfileVariantTypeID: NUMBER(10) NOT NULL
ProfileVariantType: VARCHAR2(20) NOT NULL
Description: VARCHAR2(255) NOT NULL
EffectiveDate: DATE NOT NULL
RTVDollars: NUMBER(10,2) NOT NULL
SlowChangingDimensionInd: CHAR(1) NOT NULL
AdVariantInd: CHAR(1) NOT NULL
MemberVariantInd: CHAR(1) NOT NULL
QuestionVariantInd: CHAR(1) NOT NULL
DefaultWeightingFactor: NUMBER NOT NULL
ActiveInd: CHAR(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

FIG.17E

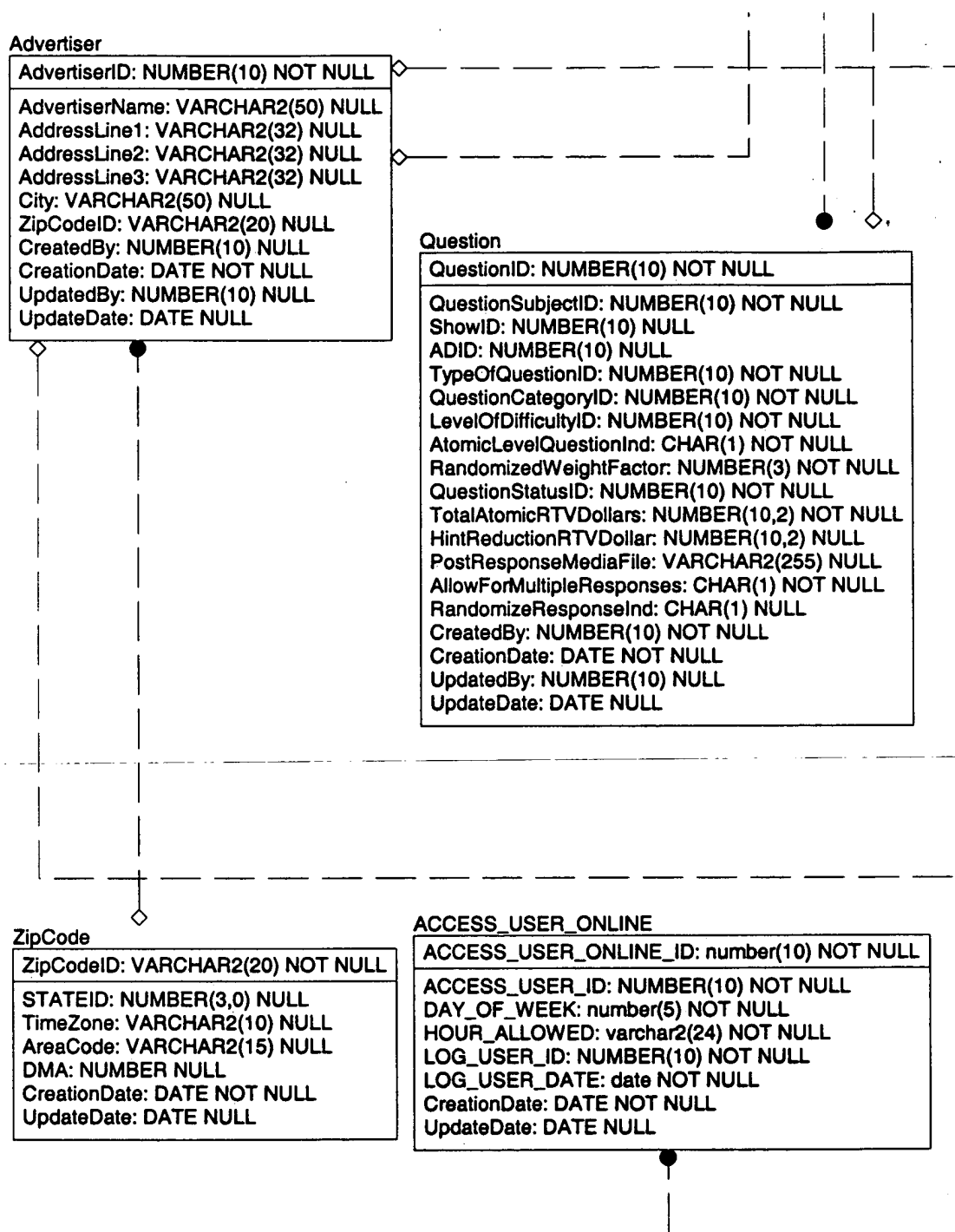


FIG.17F

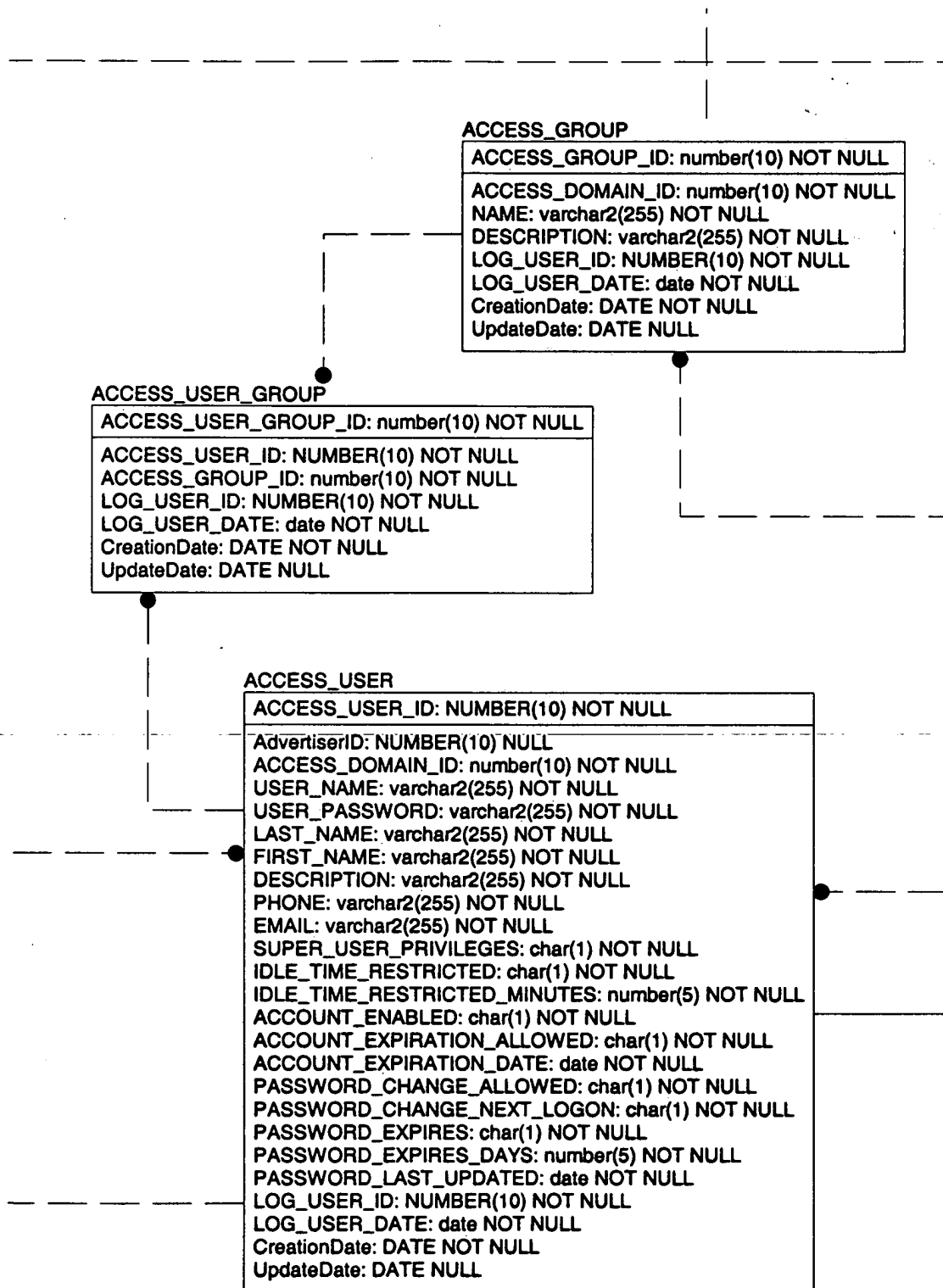


FIG.17G

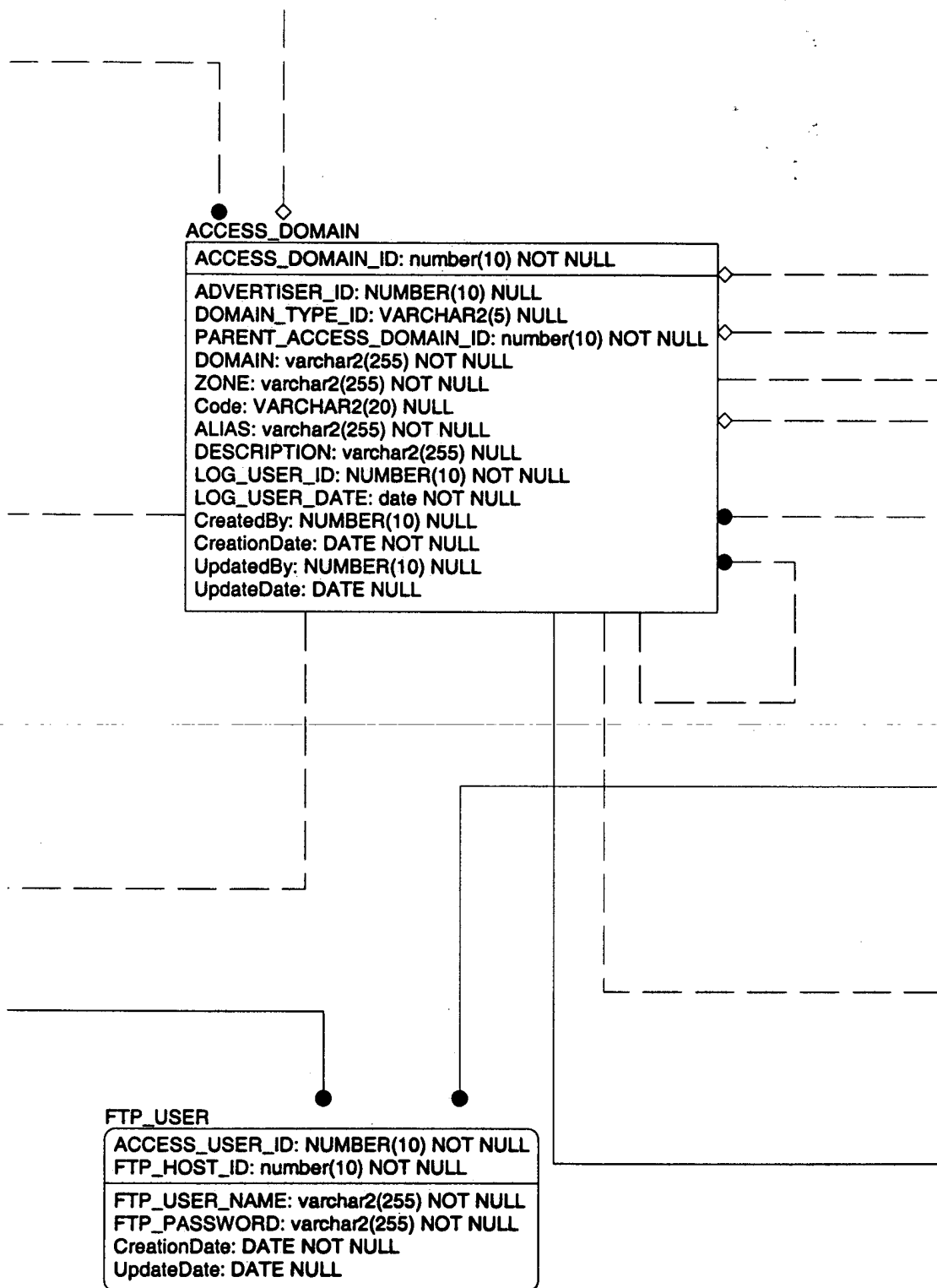


FIG.17H

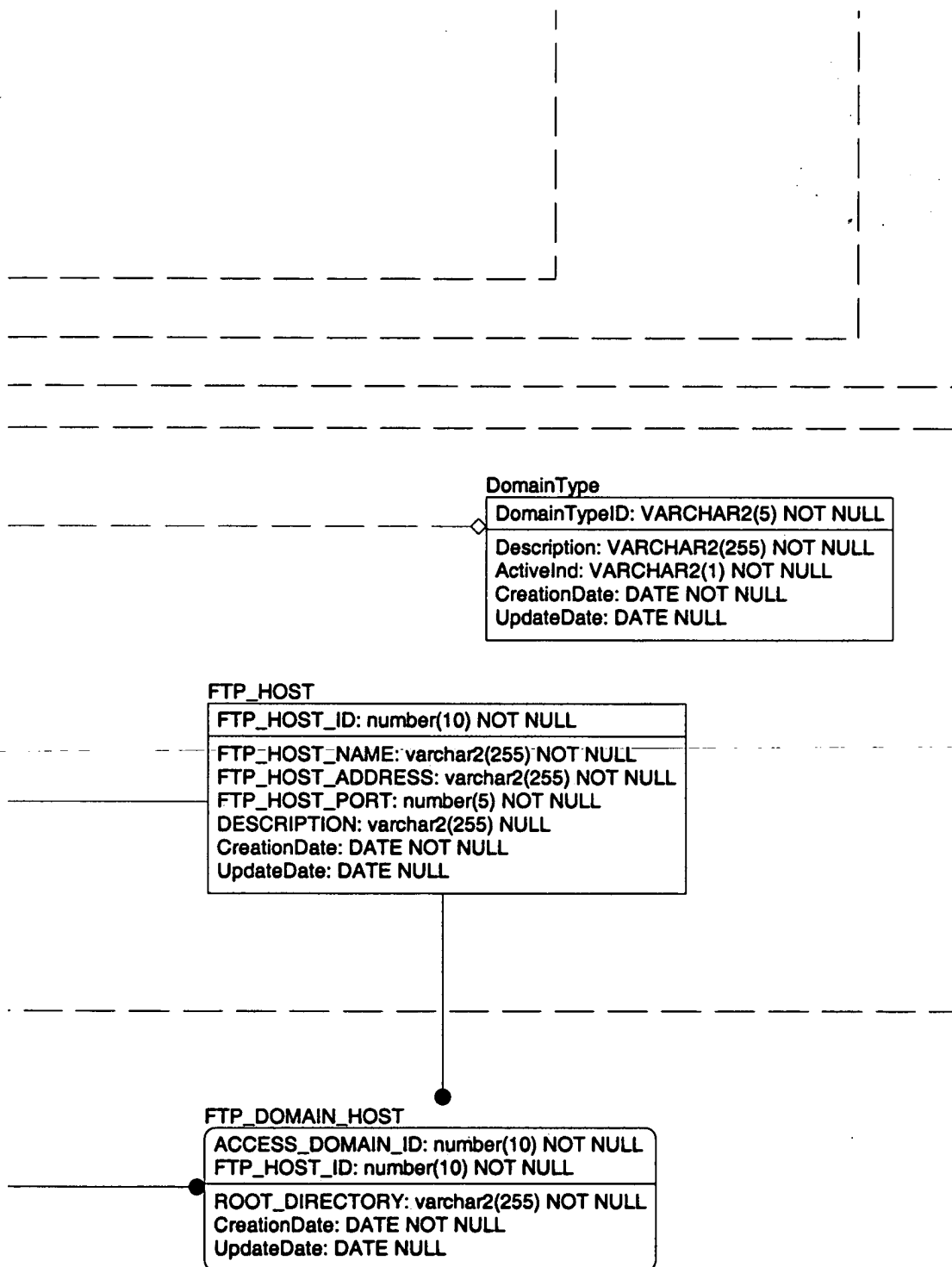


FIG.17I

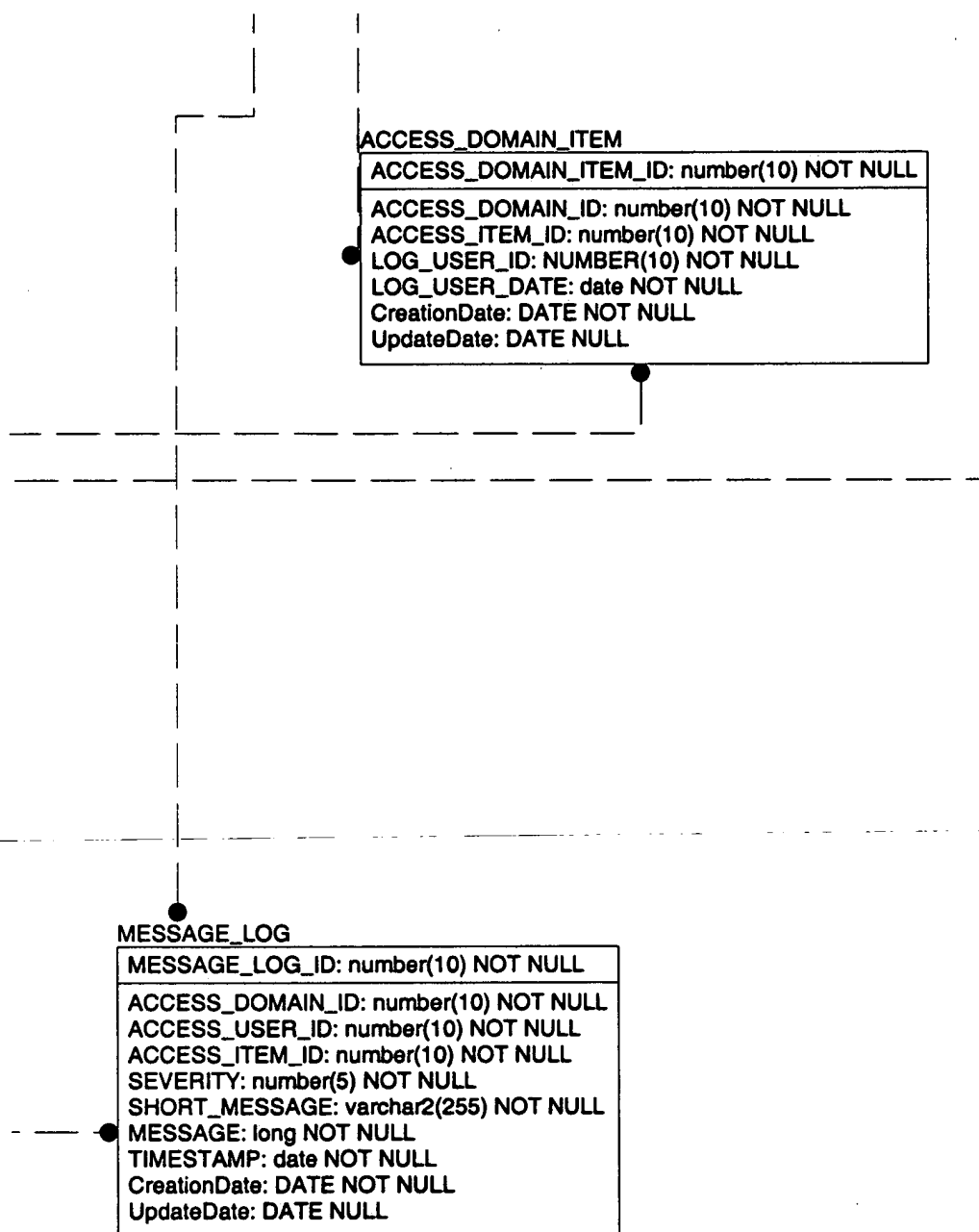


FIG.17J

MemberProfileDimension

MemberProfileDimensionID: NUMBER(10)
SourceRTVMemberProfileID: NUMBER(10)
MemberDimensionID: NUMBER(10)
MemberProvidedDate: DATE
MemberVariantType: VARCHAR2(20)
MemberVariantDescription: VARCHAR2(255)
MemberVariantValue: VARCHAR2(50)
VariantStartingRange: NUMBER
VariantEndingRange: NUMBER

MemberDimension

MemberDimensionID: NUMBER(10)
SourceRTVMemberID: NUMBER(10)
Gender: VARCHAR2(50)
DateOfBirth: DATE
SourceIncomeLevelID: NUMBER(10)
IncomeLevel: VARCHAR2(50)
SourcePresenceOfDependentsID: NUMBER(10)
PresenceOfDependents: NUMBER
SourceCableReadyID: NUMBER(10)
CableReady: CHAR(1)
SourceEducationID: NUMBER(10)
Education: VARCHAR2(50)
SourceOccupationID: NUMBER(10)
Occupation: VARCHAR2(50)
SourceEmploymentID: NUMBER(10)
Employment: VARCHAR2(50)
SourceSizeHouseHoldID: NUMBER(10)
SizeHouseHold: NUMBER

ShowCreditDimension

ShowCreditDimensionID: NUMBER(10)
ShowDimensionID: NUMBER(10)
SourceShowCreditId: NUMBER(10)
CreditFirstName: VARCHAR2(32)
CreditLastName: VARCHAR2(32)
CreditRole: VARCHAR2(30)

FIG.18A

LocationDimension

LocationDimensionID: NUMBER(10)
 ZipCode: VARCHAR2(20)
 AreaCode: VARCHAR2(15)
 StateID: NUMBER(10)
 StateCode: VARCHAR2(2)
 StateName: VARCHAR2(100)
 CountryID: NUMBER(10)
 CountryName: VARCHAR2(100)
 CountryNumber: NUMBER(4)
 CountryCurrency: VARCHAR2(3)
 CountryA2: CHAR(2)
 CountryA3: CHAR(3)
 TimeZone: VARCHAR2(10)
 TimeZoneName: VARCHAR2(30)
 TimeZoneDescription: VARCHAR2(255)
 TimezoneGMTHourAdjFactor: NUMBER
 SourceDMAID: NUMBER(10)
 DMAName: VARCHAR2(70)

ShowDimension

ShowDimensionID: NUMBER(10)
 SourceShowID: NUMBER(10)
 ExtProgramID: VARCHAR2(255)
 ProgramTitle: VARCHAR2(255)
 AdultContentInd: CHAR(1)
 ExplicitLanguageInd: CHAR(1)
 NudityInd: CHAR(1)
 ViolenceInd: CHAR(1)
 SexualContentInd: CHAR(1)
 RapeInd: CHAR(1)
 ProgramDescription: VARCHAR2(255)
 ReleaseYear: NUMBER(4)
 MPAA: VARCHAR2(5)
 StarRating: VARCHAR2(5)
 RunTime: VARCHAR2(4)
 ColorCodedInd: CHAR(1)
 MadeForTVInd: CHAR(1)
 SourceType: VARCHAR2(10)
 ShowType: VARCHAR2(30)
 HolidayTheme: VARCHAR2(255)
 SynEpisodeNum: VARCHAR2(20)
 AltSynEpisodeNum: VARCHAR2(20)
 EpisodeTitle: VARCHAR2(255)
 NetworkSyndicatedType: VARCHAR2(30)
 AltShowDescription: VARCHAR2(255)
 OrgStudio: CHAR(30)
 EventDate: DATE
 OriginalAirDate: DATE
 AltExternalProgramID: CHAR(8)
 SeriesInd: CHAR(1)
 SourceParentShowID: NUMBER(10)
 PrimaryGenre: VARCHAR2(30)

FIG.18B

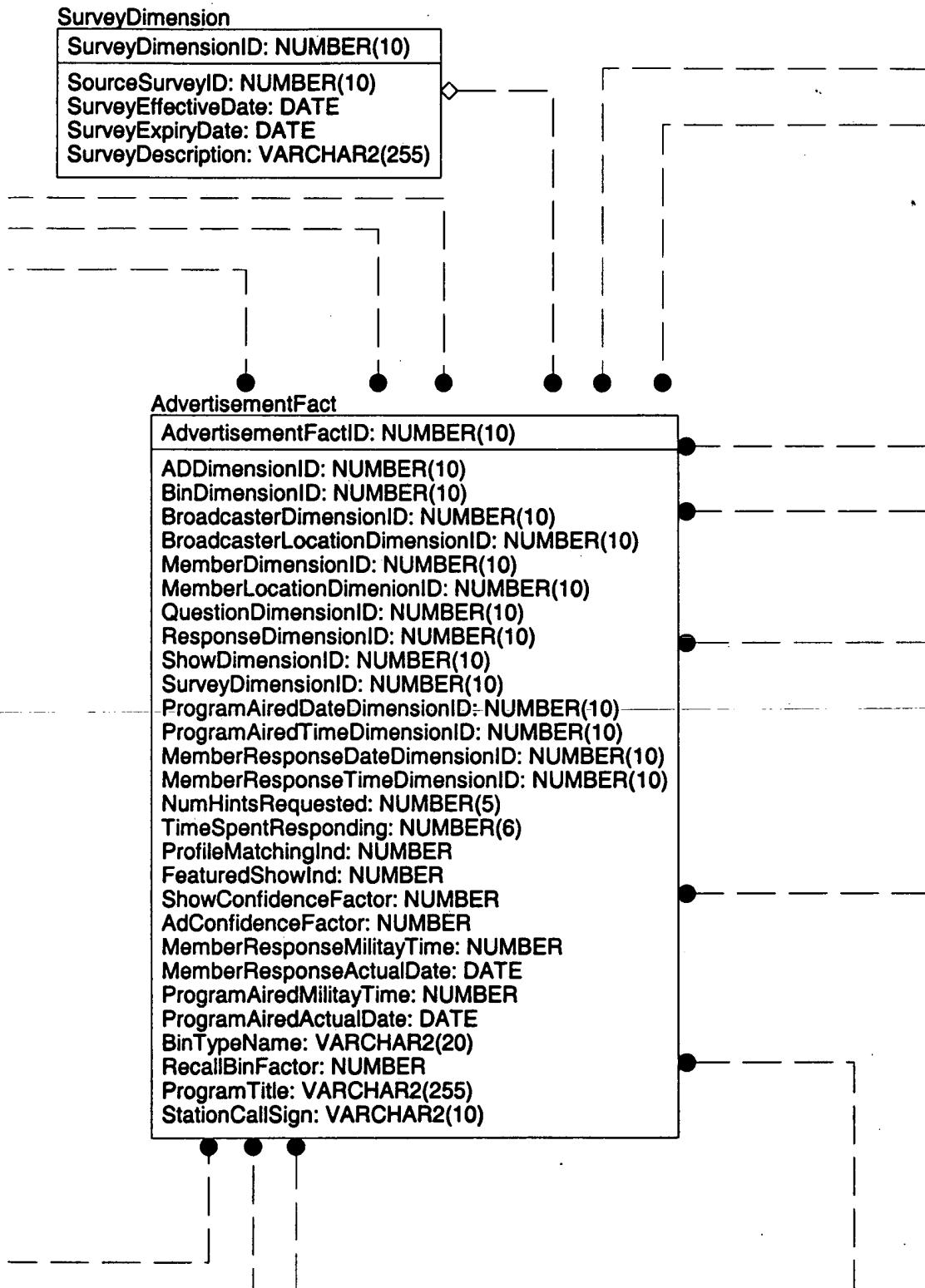


FIG.18C

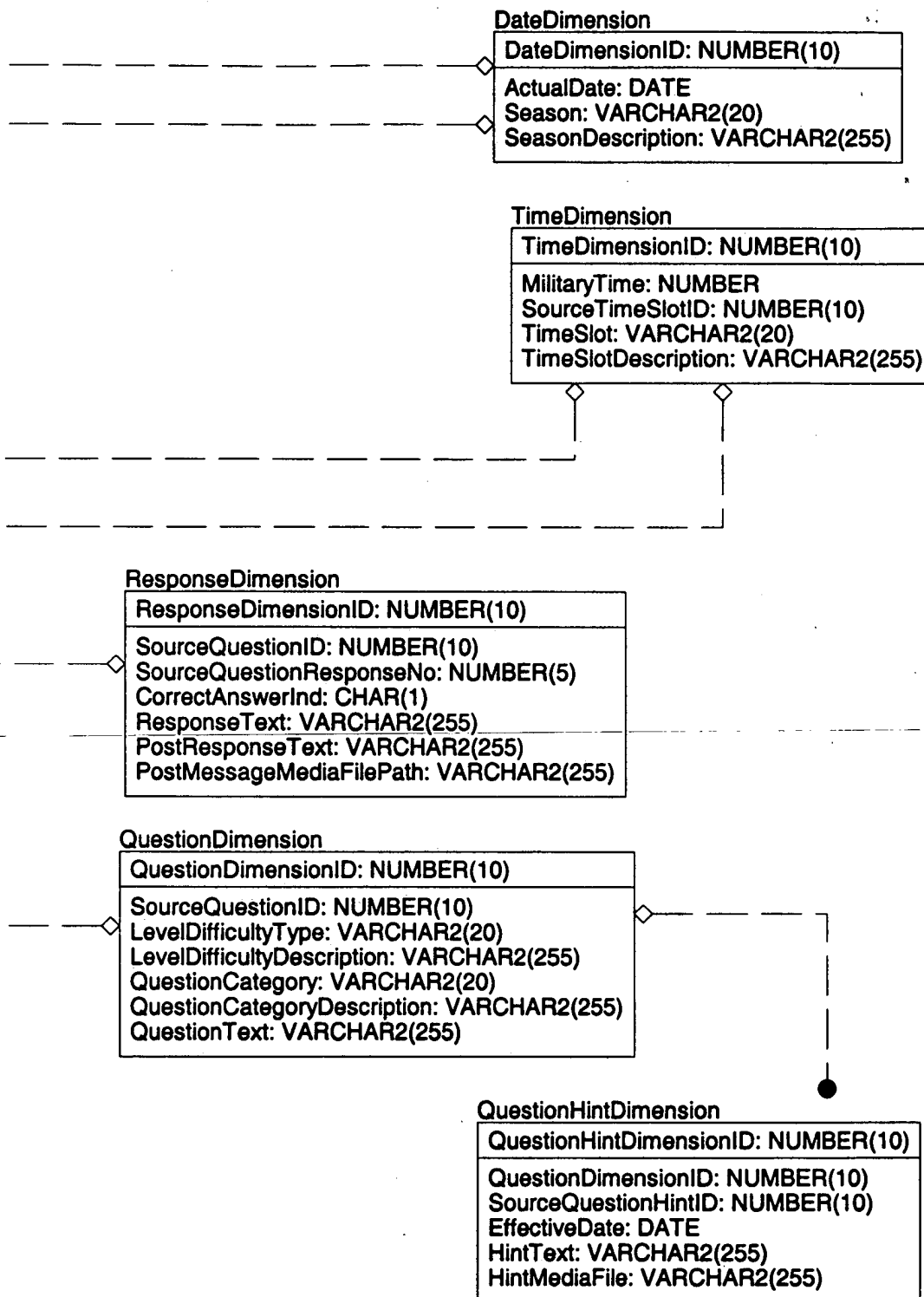


FIG.18D

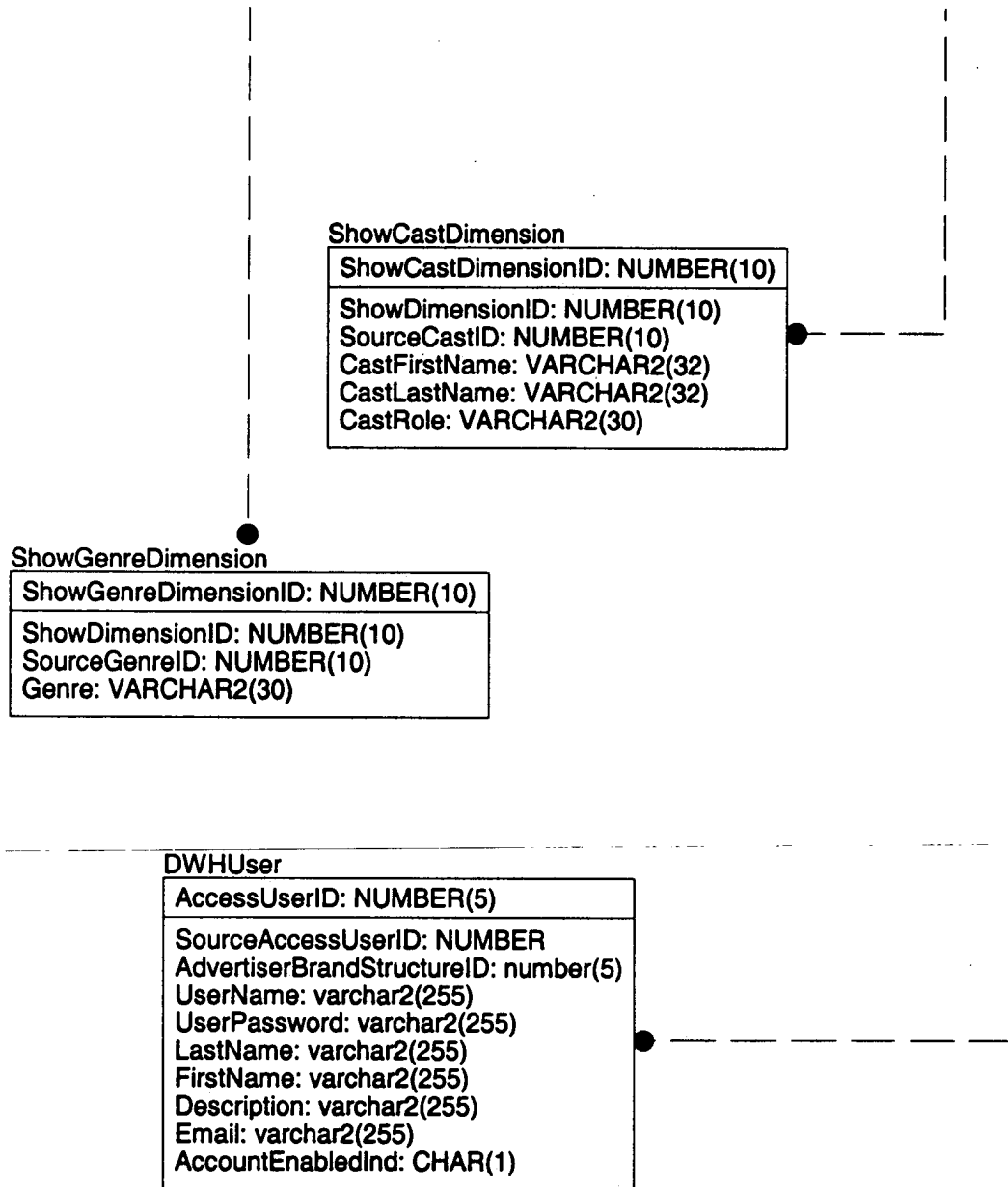


FIG.18E

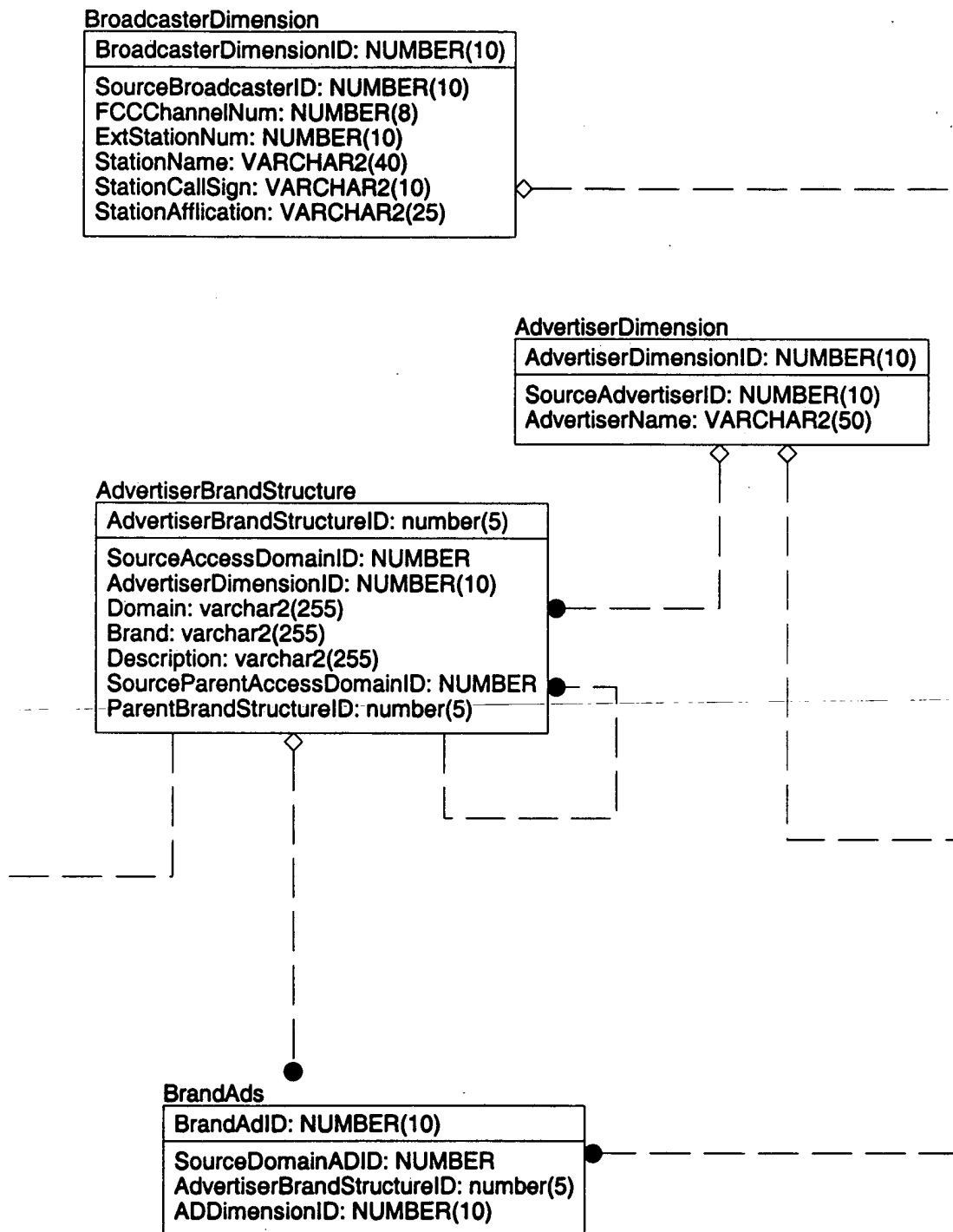


FIG.18F

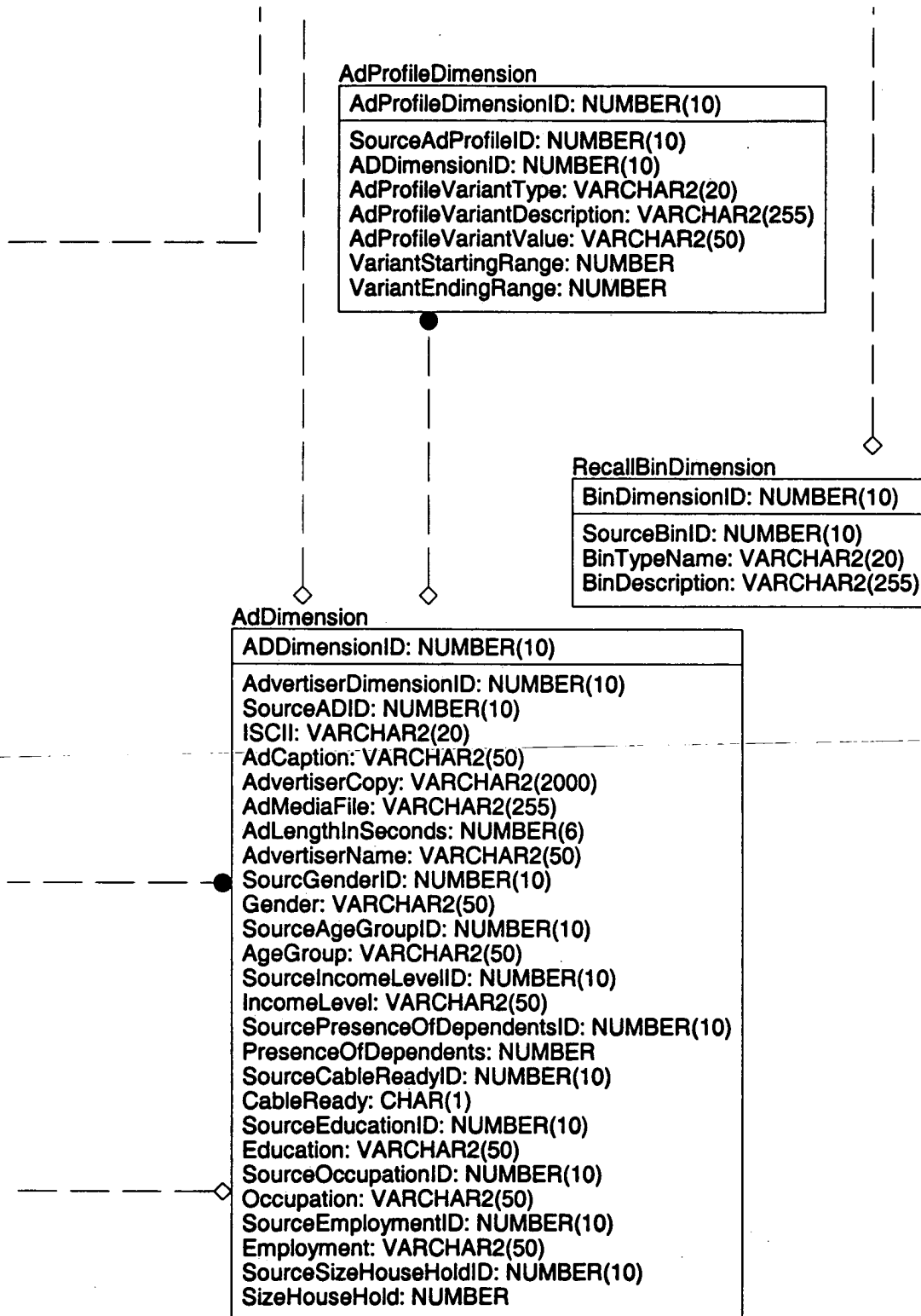


FIG.18G